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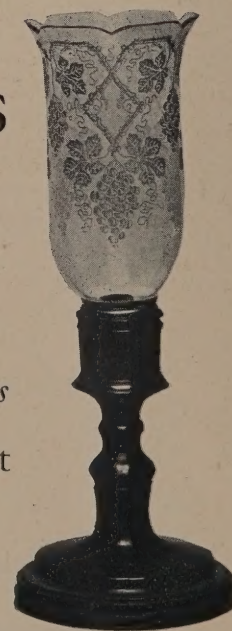
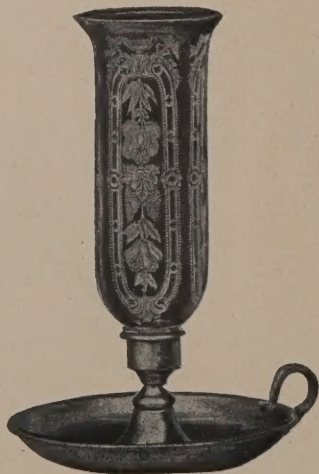
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properly displayed offers to the women folks a new and irresistible temptation. It is an absolutely new and pretty pattern—painstakingly made and embodying all the elements of art, material and workmanship that enter into the construction of high grade glassware.

CHIPPENDALE

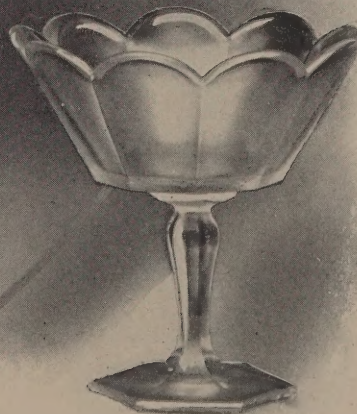
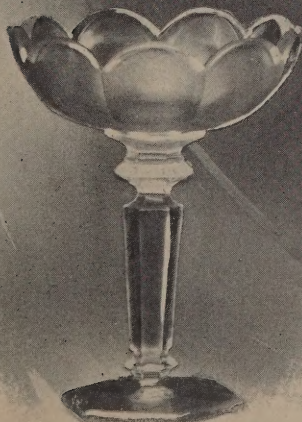
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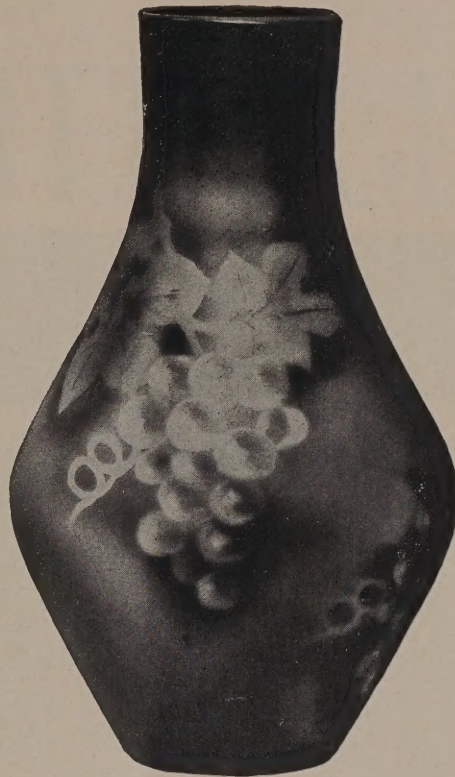
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Artistic Rhine wine set.—Courtesy of Joseph Irons, representing J. Hoare & Company

POTTERY & GLASS

VOLUME V, No. 3.

NEW YORK, SEPTEMBER, 1910.

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25 cents per copy.

THE DOMESTIC GLASSWARE INDUSTRY

A Review of the Product of American Manufacturers and What Is Offered For the Fall Trade

IT was Ben Jonson whose poetic mind evolved the following tribute to glass:

"Who, when he first saw the sand and ashes by casual intenseness of heat melted into a metalline form, rugged with excrescences and clouded with impurities, would have imagined that in this shapeless lump, lay concealed so many conveniences of life as would in time constitute so great a part of the happiness of the world."

That it has added to the conveniences of life and played an important part in the happiness of the world are well-established facts that more than justify the prophetic encomium of the poet. It has assisted science and helped out in the development of many branches of art. It is doubtful if there is an item of utility that enters into the curriculum of entertaining as a decorative feature more than does glassware. As a table article it is equally doubtful if there is any other that contributes as much to the decoration and affords the hostess more general satisfaction than does her glassware. The manufacturers are keenly alive to the fact that their product is one that appeals essentially to the feminine mind, and for this reason are influenced to a certain extent in its production both as to shapes and decorations by a consideration of the likes and dislikes of the sex. In the production of utility ware they are moved most by the uses to which the various articles are to be put and endeavor to so design them as to convey at once a suggestion of the articles' uses as well as to assist the functions which they are designed to perform. In the purely decorative wares these considerations are obviously absent, as here decoration is the motive and attention is concentrated purely on the artistic development of the article produced.

Of the several varieties of glassware it is safe to say that cut glass for a long time enjoyed undisputed sway with the women. The art of cutting glass is centuries old and has always included articles of an ornamental as well as a useful character. It comes to us as a heritage from England. In the early days of the industry in this country colonial flutes were wrought in plain crystal effects and sometimes combined with the mitre

cuts, thus reflecting the luster of the crystal. It was also combined with engraving, both floral and conventional in design. Many connoisseurs believe that engraving represents the highest attainment employed in the sphere of ornamental glassware. Its beauty is produced not by the prismatic colors reflected by angular facets as in cut glass, but rather in the possible representation of curved lines as opposed to angles, and therefore it extends itself to the whole realm of naturalistic art, and the portrayal of classic designs and the like. In the last analysis is included the possible delineation of any object of art. For artistic expression as opposed to angular and hence conventional representation over a given glass surface there is certainly no other method employed in the decoration of glass capable of such high artistic development.

Still, this style of decoration never did, and perhaps never will, enjoy the popularity of cut glass. The cost of really good ware is inclined to keep it out of the popular market, and as the cost of production can hardly be reduced without sacrificing the quality of the art involved, and thus removing it from the category of distinctly art products, it is likely that it will for some time to come, at least, enjoy its present and somewhat exclusive vogue.

Cutting when compared with other forms of decorating glassware occupies the same relative position as an industrial art as painting does when compared with photography. Just as the brush artist is capable of a distinctly human and individual interpretation, expressing on his canvas emotions that are not visible to or felt by others, just so can the cutter's wheel under the sympathetic manipulation of one of these craftsmen transform an expressionless glass blank into a harmonious and resplendent object of delight. Strange as it may seem this very ability to impart individuality to the ware has, since the appearance of figured blanks, put somewhat of a quietus on the one-time big demand for cut glass. Reorders on pressed ware carry with them the assurance that the glass being struck from the same dies will be identically the same as the first samples submitted without the slightest variation in design. In some respects this geometric similarity is



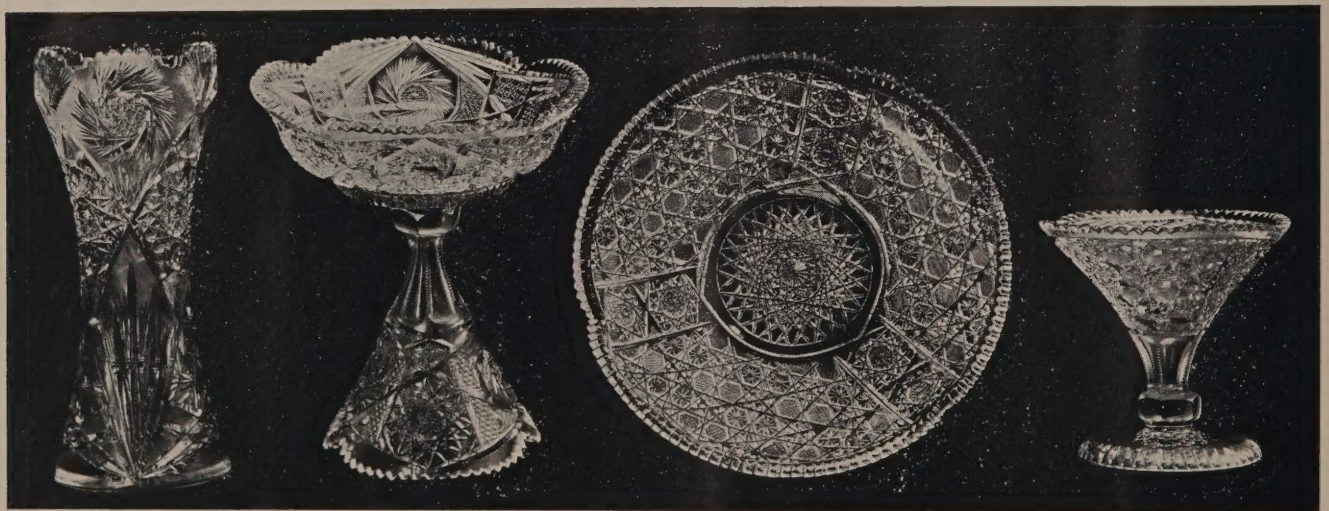
A shapely and highly artistic assortment in cut and engraved ware.—J. Hoare & Company

monotonous; nevertheless, it has its commercial advantages, as some jobbers and buyers for retail favor it for this very reason. Add to this the lower cost of production and the inability of the average person to detect the difference between cut and pressed ware and the seriousness of the competition can be easily understood. In the manufacture of figured glass "marking" and "roughing" two of the elementary and important processes in the manufacture of cut glass are done away with and some of the manufacturers endeavored to reduce further the cost by eliminating the "smoothing" and "polishing," simply giving the blanks an acid bath. This resulted in a very undesirable product and threatened the future of the trade in general.

It was here that the manufacturers of blanks came to the rescue with a notice printed on all invoices to the effect that the blanks were manufactured under letters patents of the United States and that they were sold subject to the express condition that they should

not be resold until they had been converted into the product known as "Cut Glass," by smoothing and polishing the exterior surface in the manner commonly practiced in cutting houses. It further stated that any failure to comply with the restrictions set forth would be treated as an infringement and that the infringing party would be restrained by injunction and prosecuted for damages. The notice further said that the purchase of the blanks constituted an acceptance of the conditions imposed by the manufacturers. Since this restriction went into effect a much better quality of figured ware has found its way to the market and is meeting with a demand that the producers report as very satisfactory.

Some manufacturers of cut glass are complaining because of the vogue of the figured product, stating that it is cutting into the all-cut ware to an extent where profits on the latter are reduced to nothing, when an attempt is made to compete on a price basis with the figured article. Other manufacturers reason



Some conventional cuttings involving a wealth of detail.—A. R. Marryatt

that to attempt competition with the pressed ware is foolish for the reason that while it approximates the cut glass in appearance and material it is a distinctly and relatively cheap and mechanical product and can never approach the classification of the latter.

While this is true to a certain extent it is extremely likely that although these two articles are very much alike in appearance they will sooner or later pursue divergent courses and bear no more material relation to each other than sterling silver and silver plate, the distinction being noticeable only in the values.

Just now conflicting opinions prevail in the glass trade as to the outlook for fall business. All departments of the trade virtually concur in the opinion that the prospects are decidedly better than they were some time ago. Nevertheless there are some who take a

On the other hand there are those who feel that the prospects for business of any magnitude are anything but what they ought to be. Various reasons are assigned by them for thinking as they do. They point to the generally unsettled state of the country politically and industrially and argue that these two factors are a big influence in the trade and responsible for the small orders being placed. There are many buyers in the market, but the buying is on a small scale as compared with what it was a year ago. However these conditions may affect trade, they certainly have had no effect on the efforts of the factories to produce wares that this year rival any of the productions of previous years both in quality and decorations.

A round of the showrooms and the various manufacturers' exhibits at the different hotels will convince any



An exquisite group of ornamental pieces from the New York showroom of the Irving Cut Glass Company

decidedly pessimistic view of the situation. Others, on the contrary, express themselves as well pleased with the indications, and in support of what they say point to orders of a substantial size received within the last few weeks. One representative, for instance, stated that his company was now running three sixteen-pot furnaces, while for the last twelve years the factory at no time ever operated more than two furnaces. This increase of one-third in the producing capacity of the plant is accepted as indisputable evidence of prosperity by this factory at least. Another agent in the "District" stated that his company was crowded with orders to an extent where it was found necessary to run night and day shifts in the plants and even this forced draught left much to be desired in the matter of filling orders for timely delivery.

buyer that he has this year a choicer and better assortment to stock from than he ever had.

There are some very creditable specimens being shown in rock crystal, a product in which the design is cut and engraved and then entirely polished, giving that pure crystal effect found among only the most artistic and expressive articles. Stone work, too, is now being developed to a high degree of efficiency especially in floral designs in which the leaves are mitre cut with flowers of a varying character in dull or gray finish. A combination of cutting and engraving is frequently resorted to to develop an artistic piece at a moderate price; but by far the choicest skill of the artist-cutter is developed in what may be termed a combination of rock crystal and copper-wheel engraving. A product of this combination is illustrated in



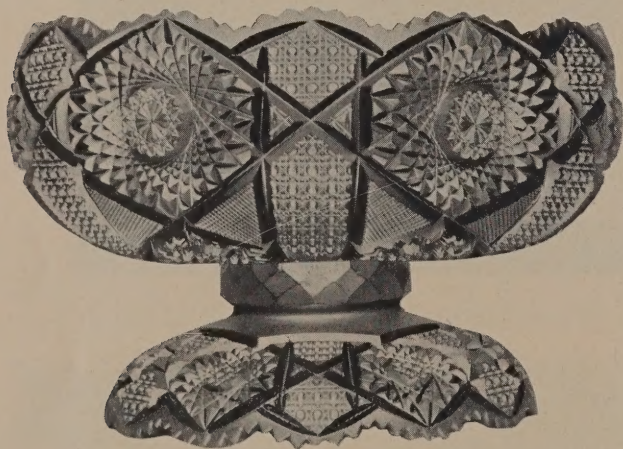
Pretty boudoir set in the "Rambler Rose" cutting.— Enterprise Cut Glass Company

the frontispiece of this issue. It represents a Rhine wine set consisting of a tall jug and six roemers. In this set the stem and leaf of the wild rose are finished in a rock crystal effect, while the roses and buds, added by copper wheel engraving, are returned in dull relief. This is from the factory of J. Hoare & Company.

Another interesting effort from the same source is represented in the group shown elsewhere. The designs in this group are wrought in several processes. The two vases are finished in an all-dull effect, the one a carnation spray with flowers, the other a rose

blown glass. The combination of a highly polished surface, on which is etched a frosted pattern, is most pleasing and in keeping with the many good things the works are periodically turning out.

A chair bottom, or pineapple cutting, as it is sometimes called, is among the offerings of the J. D. Bergen Company. Richard Kohn, of 38 Murray Street, New York, the general representative of the company, reports that he is having a big demand for this particular cutting. The demand he attributes to the simplicity of the pattern and the delicacy with which



Punch bowl "Feeland."—Jewel Cut Glass Company



Water jug.—A. R. Marryatt

branch turning gracefully around and showing the roses with all the beauty of nature and a wonderful simplicity of detail. The celery tray in the forefront illustrates the deep stone-cut foliage, with the simpler stone-cut flower. The glass and decanter, another of the illustrations, delineate the Scotch thistle.

A. P. Doctor, representing the Central Glass Works of Wheeling, W. Va., is constantly receiving from his principals many artistic things in glassware. Among the latest to arrive is a Scotch highball set. The pattern in this is a thistle of deep plate etching on lead-

it is executed. It is made in a full line, from the cheapest nappies to large fourteen-inch punch bowls. In stemware the Bergen Company has some very pretty conceits in floral, butterfly, polished and unpolished cut and plain ware.

C. Dorflinger & Sons, of 36 Murray Street, New York, are showing some very exceptional pieces in floral cuttings. In stemware their snowberry, hollyhock, lily, poppy and geranium etched patterns are among the items that belong to the sphere of art in highly ornamental glassware.

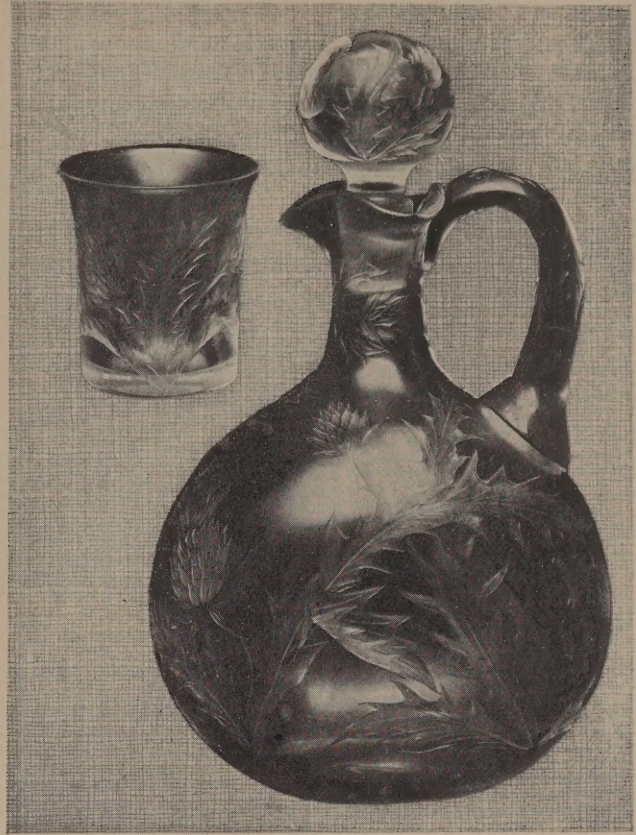
William Gaylord, now representing the Enterprise Cut Glass Company at the Hotel Marlborough, in New York City, is delighted with the popularity of the



Large water jug "Florilo."—Jewel Cut Glass Company

"Rambler Rose" line. This is an exceptionally ornamental pattern and comes in 124 numbers, comprising almost every useful article in table ware. The demand for it is exceeding the demand for any of the exquisite cuttings marketed by this factory for a long time, and the indications are that it will continue with unabated vigor for some time to come. An illustration of a very attractive boudoir set in the "Rambler Rose" is shown elsewhere in connection with this article.

Albert R. Marryatt, of 32 Park Place, is showing a new full line of floral cuttings from the Pioneer Cut Glass Company, of Carbondale, Pa. It is claimed by



Glass and Decanter.—J. Hoare & Company

way of distinction for this line that the cuttings are rich and deep and that the finish is exceptionally high grade. Libby blanks are used exclusively by the company and the designs are among the best that find a way to the retail trade.

It will be observed from the foregoing review of what is to be seen in the exhibits that the cuttings and engravings this season run strongly to floral patterns. There is of course the usual representation of conventional offerings. The tendency generally seems to be toward a higher artistic development of the industry



Scotch highball set with suggestive decoration of Scotch thistle.—Central Glass Works

than at any time heretofore. The purely commercial side is apparently no longer permitted to dominate the production of high-grade wares, and as the countless exhibits show a decidedly better sense of art, it is extremely likely that the future will reveal much to interest the retailer and consumer.

Incorporations

THE formation of the Illinois Electric Porcelain Company, with a capital stock of \$20,000 nominal capital, is announced. The incorporators of this concern are Charles W. Kettron, W. C. Sutton and C. M. Erwin. Their new plant will be located at Macomb, Ill.

With a capital stock of \$10,000 the Shadyside Glass Company has been formed at Shadyside, O. It is believed the firm will operate the plan previously used by the Buckeye Tumbler Company. E. E. Wolfe is at the head of the new company.

The Anero Bottle and Glass Specialty Company has been formed at Cleveland, O., by O. V. Maurer, with a capital stock of \$10,000. An Ohio charter has been procured.

A New York City department store, known as the Durning-Ireland Company, recently received papers of incorporation. Capital, \$15,000. Incorporators: Emile Dreyfus, Chas. Meyers and Sadie Barfield.

Among the firms filing articles of incorporation at Albany, N. Y., recently, was the Opalux Company, Manhattan. The company proposes to manufacture and deal in lamps, shades, globes, fixtures, etc. The capital stock is given as \$25,000.

The Grand Island Amusement Company, of Grand Island, N. Y., has been incorporated to run hotels, restaurants, etc. Capital, \$100,000. Incorporators: A. K. Kume, E. Congalton and J. Sutton, Buffalo, N. Y.

The Thirty-third Street Restaurant Company, of New York City, was incorporated to run hotels and restaurants. Capital, \$25,000. Incorporators: A. M. Colucy, M. Rosen and S. Fuchs, New York City.

Gartner Sons & Company, of Millbrook, N. Y., was incorporated to operate a department store with capital of \$100,000. Incorporators: I. Gartner, W. S. Gartner and L. W. Gartner, New York City, and A. V. Gartner, Edgemore, N. Y.

The Mayer Commercial Company, of New York, has recently been incorporated to manufacture and deal in lamp shades, gas and electric fixtures, etc., with a capital of \$10,000. The incorporators are Francis S. Mayer, Jesse M. McDowell and Roy I. McDowell, all of New York City.

Rich's, of New York City, was incorporated to operate hotels, restaurants and cafés, etc. Capital, \$500,000. Incorporators: W. L. Leeds, L. A. Leeds, L. A. Dessar, of New York City, and W. J. Rich, of Hillsdale, N. J.

Hartley C. Pelletiea, of Brooklyn, is named as a director of the Greater Three, Nine and Nineteen

Cent Company, of New York City. The concern was chartered recently in the office of the Secretary of State at Albany. It has a capital of \$1,500.

The Marietta Rustic Company was incorporated recently at Williamston, W. Va., with \$25,000 capital stock, to manufacture gas logs and various kinds of pottery ware. They later expect to manufacture a full line of clay rustics. George White, president; M. T. Noll, vice-president; Wm. Horn, secretary; C. W. Schramm, treasurer.

The Giboney-Clarke Company, of North Yakima, Wash., has been incorporated to do a wholesale and retail business, handling among other lines crockery and glassware.

Yellow Springs Hardware Company, of Yellow Springs, O., has been incorporated with a capital of \$7,000, by Edgar G. Banta and others, and succeeded to the business of J. P. Clopper. The business, which is wholesale and retail, covers among other lines crockery and glassware.

The Crown Cut Glass Company, of Honesdale, Pa., with a capital of \$5,000, has been chartered. The incorporators are R. E. Fasshauer, Theo. N. Welsh, Peter E. Weidner, W. D. Bonear, of Honesdale, and William Hensey, of Seelyville. The company has already commenced work in a shop on Twelfth Street.

The Schawe Hardware Company, of Bowie, Tex., has been incorporated with a capital stock of \$50,000 to do a retail and wholesale business, handling among other lines crockery and glassware.

The Newton Hardware & Implement Company, of Roundup, Mont., has been incorporated with a capital stock of \$20,000 to do a retail business, handling among other lines crockery and glassware.

A large factory is to be erected by the Agato Company, a new concern, of Milwaukee, Wis., which is being organized for the manufacture of a porcelain-like material for interior finish, fountains, etc. The company is incorporated at \$125,000.

The Central Stores Company, of Jersey City, has been incorporated to operate department stores. Capital, \$1,000,000. Incorporators: L. H. Gunther, S. A. Anderson and J. R. Turner, Jersey City.

The Mayer China Company has been incorporated in Pennsylvania, with a capital stock of \$5,000. Joseph Mayer is behind the establishment.

American Kaolin Company, Boston, mining. Capital, \$50,000. Incorporators: Nathaniel Brooks and Charles F. A. Smith, both of Boston, Mass.

The American Lamp Shade Company, of New York, has been incorporated with a capital of \$15,000 to manufacture and deal in lamps, lamp shades, etc.

The American Art Metal and Lamp Company has been formed at Dayton, O., by J. E. Potts and others. Capital, \$25,000.

The ideal buyer is a graduate salesman. The ideal salesman is a graduate buyer.



Brilliant overglaze decoration, the "Poppy."—Steubenville Pottery Company.

DOMESTIC POTTERY IMPROVING

American Manufacturers Striving Successfully to Produce Decorative and Utility Ware that Compares Favorably, in Body and Decoration, With that Produced Abroad. Originality in Evidence

DOMESTIC manufacturers of china, particularly utility ware, are from year to year evolving bodies, shapes and decorations that are assuming a conspicuous place among the best wares of this character produced anywhere in the world. There is of course the long-standing reputation of the imported wares, particularly the English and French, to contend with, and it is doubtful if the pronounced advances in the quality and decoration of American manufacturers will have any injurious effect on the importations from abroad for a long time to come, as the well-deserved reputation of these wares is too deeply rooted to be upset or superseded by a product of this country, no matter how well it is made. Nevertheless, there is a growing admiration for the domestic ware and a noticeable desire to stock it by the retailers throughout the country. What might be regarded as a characteristically American style is coming to the fore. It is opposed to any of the European motifs in all its essentially good points, although it is safe to say that early in the evolution of the pottery art in America such an influence asserted itself in the work of American ceramists and decorators.

It was not until the domestic potters felt themselves possessed of the necessary confidence that any serious attempt was made to originate something that was not tainted with the stigma of copy. Americans, as is well known, have always had a great preference for French china. They documented that preference almost a century ago when such a thing as domestic pottery of quality was practically unknown and the demand has kept pace with the development of the country. French china possesses a special charm. There is something fascinating about it. The rigid virtues of the British pottery, the heroic shapes and

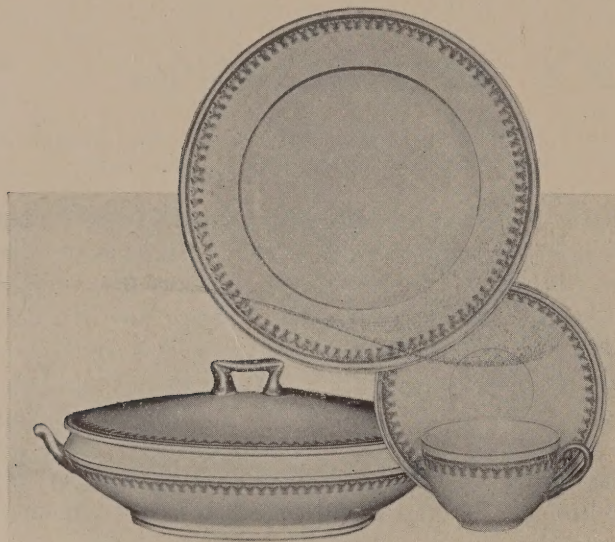
bold color treatments of the Germans, the poetic mysticism of Copenhagen, the subtle and fascinating Orientalism of the Chinese and Japanese and the ornate and semi-barbaric art of the Russians are all calculated to inspire us with a constantly varying veneration for these respective arts. The French ware, however, makes a peculiar and individual appeal. There is about it an indefinable something that arouses the admiration of even the most indifferent, and for this reason it is likely to hold for all time a position of prominence in the markets of this hemisphere.

The American potters, however, are not being deterred by the productions of the other side. Rather are they inclined to accept them as a challenge, a good-natured taunt to produce something as good, and for this reason they are making gigantic strides in the direction of a ware ever increasing in the purity of its body and the technique of its decorations.

It is safe to say the awakening of American potters was due to the Centennial Exposition of 1876, for there they saw the choicest offerings of the foreign potters and the contrast in the quality of the wares of home production and those of the other side jarred the American potters into a realization of the gross inferiority of their manufactures. Furthermore, it showed them that the salvation of the industry depended entirely upon the production of a ware that could measure up in some degree or other with that of the European ceramists. A historical retrospect shows that their plight was anything but encouraging. Abroad the industry in at least three countries was the plaything of royalty and everywhere nobility of all shades was asserting a lively interest in the ceramics of the day. Many of the famous potteries were operating under grants and warrants of the Crown and

others were subsidized to various extents by the governments under whose jurisdiction they were operating.

Here no such condition existed. There was a paucity of skilled ceramists and an absence of the spirit of art which had for generations been fostered in craftsmen abroad, and the manufacturers furthermore realized keenly that they were operating entirely, and in a somewhat disorganized way, on their own resources. Nevertheless, they worked conscientiously and at the Chicago World's Fair and also at the Louisiana Purchase Exposition, in St. Louis, some creditable specimens of the progress of the commercial art potteries were on exhibition. More recently critics, the trade press and other interests identified with the trade have been urging the subordination of the purely commercial element in the general pottery plants to the artistic side in order to secure and hold custom for domestic utility and decorative wares and to compete on terms



"Cordova" dinnerware.—Smith-Phillips China Company

of artistic equality with the wares of this character produced abroad.

In the domestic ware of to-day the bodies and glazes are better, the shapes are decidedly original, the patterns are exclusive and in excellent taste and the color treatments are in harmony with the general advance in all other departments that enter into the manufacture of pottery. There are services to-day selling, from open stock, at a significant advance in price over what was obtained not so many years ago for American goods. Excellent specialties in long lines such as jugs, rail plates, steins, vases, ornamental plaques, etc., in effective underglaze color treatments and illustrating scenes from contemporary American life, are in evidence and meeting with much favorable comment. American hotel ware and dinner services have within a short time shown marked improvement, the shapes and decorations eliciting the approval of critics who at one time trounced the potteries for the abominations that were being marketed in this class of ware and who always voiced the belief that it was necessary to go abroad to obtain these things.

As an evidence of the fact that a call really exists here for pottery of a grade beyond the ordinary might be mentioned the venture of the Worcester Royal Porcelain Works into the utility field of America. This pottery has always been famous for the quality of its art products. The manufacture of useful services has for a long time constituted no little part of the work of this celebrated plant, but it was only recently that enough was thought of the demand here to make a determined attempt to meet it on a large scale. America has for a long time been receiving the best wares of the best foreign potteries, and it was only in the relatively cheaper grades that home potters were cutting any noticeable figure. The tendency now, however, is in the direction of a decidedly better domestic product than has ever favored the market.

A substantial mark of this advance is to be seen in the product of the Steubenville Pottery Company, of Steubenville, O., represented in New York by E. B. Dickinson, at 46 West Broadway. On its famous "Empire" china body it has recently produced an overglaze print decoration known as the "Poppy." The color treatment in this is brilliant and beautiful, the flower being executed in all the chromatic splendor of the natural plant, and outlined with a heavy treatment in gold. In the delicacy of execution there is much to suggest the French, although it is distinctly a product free from influences of any kind in its conception. It is to be had in a complete line of salads, cakes, compots, celery trays, comb and brush trays, sugars and creams, etc.

G. H. Woodworth, the New York representative, at 57 Park Place, of the S. A. Weller Pottery, of Zanesville, O., is displaying in ornamental pottery a line known as the "Egypta." The decorations on this ware are historical and religious figures copied from tablets which were found in the valley of the Euphrates and thought to have been made in the year 2000 B. C. The ware is finished in the new wax treatment and is not intended to run uniform in color effects, thus giving each piece an individuality of its own and the appearance of ancient pottery. In utility ware the Weller pottery is showing a new line of brown and white cooking ware for which the claim is made that it is equal to any of the best products in this direction produced here or abroad.

The Fulper Pottery Company, of Flemington, N. J., is making some decided advances in the production of distinctly art pottery. They are decorating shapes, modeled after the ancient Chinese, in the *famille rose* coloring, which is reputed to be a rediscovery of one of the lost arts. The rarity of this glaze and the necessarily heavy expense involved in its production will keep this ware in the art class. In addition to the *famille rose* this pottery through its experimental laboratory work is constantly striving to produce new ceramic wonders and has succeeded from time to time in evolving some new and interesting glazes.

The whole trade, it seems, is now dominated by a reform movement which is affecting the art as well as the intrinsic side of pottery production.

Changes in Wage Scale of Trenton Potters

THERE are intimations that the manufacturing potters of Trenton, N. J., will make counter demands at the conference between employers and employees to be held in October. While the exact nature of their suggestions to reduce the scale are not known, it is believed to apply to lavatories. In addition to the wage measures asked the manufacturers will be requested to improve sanitary conditions, and call for a system of vacuum cleaning, thus doing away with the dust, the abolition of the present system of outhouses and a new method of heating to take the place of the blower system now in use.

The important changes in the wage scale are reported to be as follows:

All tanks packed in straw in individual crates shall be fifteen cents each.

That the price of tanks with fittings, packed in individual crates, with felt strips or pads, shall be ten cents each; without fittings, eight cents each.

That the price of packing cars measuring thirty-six feet shall be \$10; cars measuring forty feet shall be \$12, and cars measuring more than forty feet shall be \$15. Any car packed to the door shall be considered a full car.

That all sanitary packers when working day wage shall be allowed \$3.50 per day.

That thirty feet from the dry house door be the specified distance for carrying green sanitary saggars without extra pay; for each additional thirty feet the firm shall be required to pay \$1 extra for every 100 saggars. A give and take of fifteen feet shall be allowed when measuring distance.

That all oblong tanks not exceeding twenty-seven and one-half inches in length, thirteen and one-half inches in width and eight inches in height shall be 15 cents each; all such saggars between eight inches and twelve inches in height, 22 cents each; all oblong tanks from twenty-seven and one-half inches and not exceeding thirty inches in length and not exceeding seventeen and one-half inches in width and eight inches high, shall be 18 cents each; all such saggars between eight and twelve inches in height, 25 cents each; all half-moon tanks not exceeding twenty-seven and one-half inches in length, twelve and one-half inches in width and eight inches in height shall be 18 cents each; all such saggars between eight inches and eleven inches in height shall be 25 cents.

That prison closets shall be increased 10 per cent.

That the Richelieu closet be increased from 60 cents stripped to 70 cents stripped.

Sanitary mould makers be paid at the rate of \$3.50 per day for mould making and \$4 per day for blocking and casing.

That the following wage scale governing sanitary apprentice mould makers be adopted: First year, \$7 a week; second year, \$9 a week; third year, \$12 a week; fourth year, \$15 a week; fifth year, \$18 a week; at the end of the fifth year, \$24 a week.

That all fine clay mould makers be paid at the same rate as sanitary mould makers.

That wall outlet features or syphon jet closets, with trap and foot extended and with flange ring squared at base to form an angle, be paid for at the rate of 25 cents extra on each closet. Outlet flanges not to exceed eight and one-half inches in height from floor to upper outside edge of flange, and to include all now being made.

That wall outlet features on syphon jet closets, without trap and foot extension, formed by flange ring stuck on rear of trap and not connected with foot, be paid for at the rate of not less than 15 cents extra on each closet; flange ring not to exceed eight and one-half inches in height from floor to upper outside edge of flange, and to include all now being made.

That closets catalogued as 313-E at Thomas Maddock Sons and known as "Penn" closet at the Elite Pottery, and all closets of this type be advanced 40 cents over present price, by reason of such closet being a syphon jet with wall supply and wall outlet, the rear angle slab of which extends from the floor to the rim of the closet, two stream pipes, integral seat, and weighing between seventy-five and eighty pounds.

That all closets of the type known at Thomas Maddock Sons as the "Pinnacle," and at the Keystone Pottery as the "Vernon," be advanced 15 cents over present making price on account of there being center outlet bowls and having extra large front bracket and correspondingly large foot, in addition to the fact that they are conceded to be much heavier work than the standard jets. The advance to include all now being made.

That the syphon jet closet known at the Sanitary Earthenware Specialty Company as "Royal Flush" be advanced 15 cents over present price, on account of additional time consumed in construction.

That the price of 10 cents extra, formerly paid for the closet known as "Concealed Jet," be restored on account of extra work entailed in the construction of trap of said closet, which consists of sticking in of seven distinct and difficult pieces within the walls of the trap, whereas the ordinary jet requires the sticking in of only four pieces.

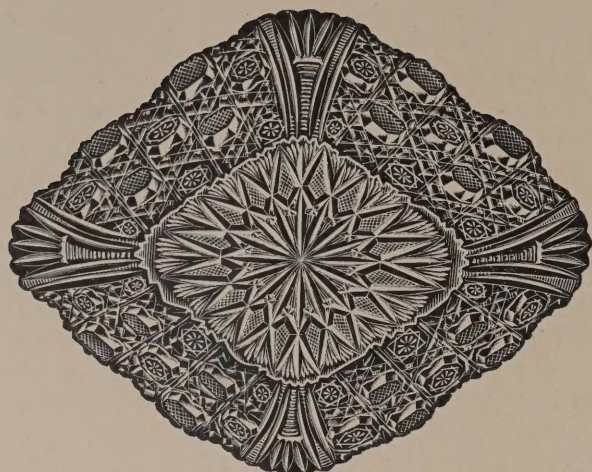
That all sanitary manufacturers be required to comply with the price lists in both spirit and letter, with reference to the price of 10 cents each for stream pipes when stuck on outside of the closet. This includes all now being made.

New Industry for Michigan Town

Arrangements are under way for the inauguration of what promises to be a most promising industry, in the manufacture of art pottery from Ripley (Michigan) clay.

New York State Wants Crockery

The Purchasing Committee, room 603, Capital, Albany, N. Y., is advertising for sealed proposals to furnish New York State institutions with crockery for a period of six months from October 1, 1910. Specifications may be had by addressing the Purchasing Committee at Albany.



Fruit bowl, "National."—Krantz, Smith & Company

Brussels Exposition to Reopen

FROM Brussels, Belgium, comes the report that despite the enormous losses caused by fire which swept through the exposition buildings Sunday, August 14th, which are now estimated at between \$6,000,000 and \$10,000,000 (instead of \$100,000,000, as first reported), the great exposition, it is declared, will be reopened. Reports state that the damage is confined chiefly to the British and Belgian sections, although smoke and water, which added greatly to the loss, created havoc in the other departments as well. The fair was closed for a few days to clear away the ruins of the destroyed section.

The American section escaped the fire. The art exhibition was in a building two miles distant from the flames. The French loss is confined to the building in which various foods were displayed and the pavilion of the city of Paris, which contained industrial exhibits and models from the schools of art. The recovery of valuable collections of jewels helps to reduce the first estimate of loss.

There was considerable pillaging during and after the fire and thieves stole a large quantity of valuables. A number of marauders were caught who had in their possession scores of rings and bracelets from the French jewel exhibit. Fortunately, the most priceless art treasures, which were loaned to the exposition or acquired by it, including a large exhibit of porcelains, jewelry, many paintings, marbles and antique furniture, were removed by the police, firemen and exposition employees beyond the reach of the flames and the pillaging criminals who attempted to take advantage of the disaster.

The reproduction of the House of Ruben of Antwerp, the official pavilion of the city of Antwerp, which contained masterpieces of Flemish art of the Rubens period, was not even scorched. In the Belgian and British sections the flames spread with such extraordinary rapidity that nothing was saved except the plan of the international exposition to be held in Turin, Italy, in 1911. A strong gale carried the flames through the Kermesse, jammed with a crowd of nearly 100,000 at the time of the outbreak, with such speed that it is considered a miracle that the panic-

stricken masses got out with a loss no greater than two killed and thirty injured.

The British loss is very heavy. It includes Tudor panelings from the Toronto Museum, costly Morlaix tapestries and furniture, from the collection of Bernard More, on which he refused to place an estimate. They were insured for \$5,000. Only the façades of the Italian and Spanish section and about one-third of the French section, the latter containing a valuable art collection, were burned. It is believed that Parliament will vote extra credit for clearing away the ruins and reconstructing the old buildings or building new ones.

Preserving Jars Wanted

A firm in Latin America wants as soon as possible catalogues and price lists from American manufacturers of flasks or glass jars for putting up sweets, fruits, etc., with self-sealing arrangements or to be closed with corks. The sizes preferred are one-fourth and one-half gallon. Manufacturers should address the Bureau of Manufactures, Washington, D. C., referring to file No. 5,399, for further information.

Wants to Represent Manufacturers in England

A person writes to the Bureau of Manufactures that he would be glad to represent American manufacturers, in any line, desiring to develop their business in the United Kingdom. Inquirers should, when writing the Bureau of Manufactures for information, refer to file No. 5,420.

Albert Hotel Company Bankrupt

A petition in bankruptcy was filed August 24th against the Albert Hotel Company, which conducted the Albert Hotel at 42 to 50 East Eleventh street, New York City. The petition was secured by John Buckle, Inc., Charles H. Nolte and Jagers & Bellis. Judge Hough appointed Jacob Bloch, chairman of the creditors' committee, receiver, and fixed his bond at \$4,000. The company is no longer in possession of the place. The creditors endeavored to obtain the consent of all to accept a pro rata share of the assets, but several of them brought suit. The liabilities of the defunct hotel company are \$25,000 and the assets \$4,000.

Bolivian Statistical Tax on Imports and Exports

According to a notice in the British Board of Trade Journal, of July 21st, a presidential decree was recently issued in Bolivia imposing a statistical tax of one-tenth of 1 per cent. on all goods imported, exported, or carried in transit. In the case of imports, the statistical tax is to be based on the values given in the valuation tariff. Gold coin imported or exported is exempt from the statistical tax.

The best crops come from the most fertile soil. Fertility comes with cultivation. How about your little patch?

It is not enough that we know, we must know how to use what we know.

GLIMPSES OF GLASS HOUSES

PITTSBURG, Pa.—Stockholders of the Pittsburgh Plate Glass Company met recently and authorized an increase in the capital stock from \$17,500,000 to \$22,500,000. The purpose of the new stock issue is to provide additional capital necessary for the extension of the business. The capacity of the company's plants has been largely increased during the past three years; the commercial department has been extended, and further extension in this branch of the business is desirable. Stockholders are now being offered 52,500 shares of new common stock at par. Those of record August 17th have the right to subscribe for an amount equal to thirty per cent. of their present holdings. Payments are to be made in five twenty-per-cent. installments on October 1, 1910, December 31, 1910, April 1, 1911, July 1, 1911, and October 1, 1911. Payments may be anticipated and paid installments will participate pro rata in dividends.

The preferred stock of this company is comparatively unimportant, \$150,000 only being authorized and outstanding. The company has no bonded debt. The preferred is non-cumulative and pays twelve per cent. annually in April. The common pays seven per cent. annually, and it is a significant fact that the Pittsburgh Plate Glass Company has not passed a dividend since its formation in 1895. Since the organization of the company the capital stock has been increased on two former occasions, shares to the value of \$2,500,000 having been sold to stockholders at par in 1901 and \$5,000,000 in 1906. The annual report of the company for 1909 showed profits of \$1,913,036, against \$1,313,275 in 1908.

Stroudsburg, Pa.—The new factory of the W. H. Gibbs Company was started August 15th inst. A full quota of workmen, operating some 110 frames, went to work. Everyone seemed delighted with the new building, which possesses many advantages not to be found in others devoted to similar manufactures. A fact that is very encouraging to the owners is the abundance of help. Apprentices are plentiful, and a general desire to become glass cutters is manifest among the better class of young men. With facilities far superior to those the factory had in Hawley, the regular business of the firm can now be taken care of in a most satisfactory manner, as well as the new business which formerly came to the Gibbs company with such rapidity that existing conditions in the old plant made it utterly impossible to care for. Stewart & Crocker, of New York City, are to be the sole selling agents for the Gibbs company.

Bridgeville, Pa.—That O. J. W. Higbee, son of the late John B. Higbee, who for many years very successfully operated a tableware factory at Homestead, Pa., inherited his father's business capacity, is indi-

cated in the success of the Higbee Glass Company, operated by the younger Higbee. Since the establishment of the plant some three years ago operations have proceeded without interruption, enlargements being made from time to time. A cement floor was recently completed throughout the basement of the factory, an electric plant was installed, new twin engines were started, and the factory is in first-class condition throughout. All low ground around the property is being filled in, and there is every evidence that the company is looking to the future wisely. Work on molds for several new lines, which will be shown in January, is progressing favorably. Orders are said to be good, and day and night operation characterizes the factory work.

Jermyn, Pa.—The employees of the Laurel Cut Glass factory held a meeting recently for the purpose of organizing a union. The glass cutters claim that through no fault of their own they are making just half as much as they were a year ago. A new pattern that seems to be in demand has been given to the experienced hands, and they claim there is not enough being paid for cutting it for the amount of time it takes. One of the experienced hands went through the factory and told each worker to be around at the meeting for the purpose of deciding on a price for the pattern.

Shadyside, O.—For some time past there has been talk of the erection of a co-operative factory at Shadyside, O., by Bellaire and Martins Ferry glass workers, and a short time ago an option was taken on the old factory at Shadyside, formerly operated by the Buckeye Tumbler Company. Recently the Shadyside Glass Company was incorporated at Columbus, with a capital stock of \$10,000, which would indicate that the co-operators are going to try to make a little glass. The incorporators are C. H. Sankworth, Jr., J. F. Allen, F. E. Wolfe and W. C. Upperman.

Laurens, S. C.—This city is soon to have a glass factory. The promoters are O. B. Simmons, J. H. Hudgens, L. A. McCord and C. H. Pancoast. The proposed capital stock is \$35,000. Silica is to be obtained from the "Big Knob," near Barksdale, which is said to be a mountain of pure silica, the analysis showing 99.73.

Barnesville, O.—The Barnesville Board of Trade has had correspondence with a cut glass factory which is considering this town as a location for a plant. Two representatives of the concern visited the location recently, but what decision was reached has not been given any publicity, although it is rumored with some authority that the deal is about completed.

Pittsburg, Pa.—Three additional frames have been added to the capacity of the Pittsburg Cut Glass Company. Besides increasing the output the firm has worked its full forces for two nights a week during the past month. It is the intention of the firm to add a line of jugs, creams and sugars later in the season, but for the present its business will be confined to the light cuttings on tumblers and lighting shades.

Martins Ferry, W. Va.—The Haskins Glass Works resumed operations in full the 22d of August. The entire factory has been thoroughly overhauled and many pieces of machinery have been replaced by new parts.

Wheeling, W. Va.—It is reported that the Hazel Atlas Glass Company, of this city, is negotiating for a twenty-acre site at Clarksburg, W. Va., for the establishment of a new glass plant, which dispatches state will cost \$50,000.

Rochester, Pa.—The strike in the plant of the Rochester Tumbler Company is about broken. The company is now operating two furnaces, and the prospects are that before long another furnace will be in operation.

Moundsville, W. Va.—Three additional shops have been placed in operation by the Fostoria Glass Company. One is a stemware shop, and two others are devoted to the manufacture of chimneys. Other departments of the plant are operating full time.

Niles, O.—The Fostoria Glass Specialty Company erected a plant in Niles and is now making bulbs and tubing. It is possible that the offices of the company will later be moved to Fostoria.

Deaths

SAMUEL J. LEIGH, one of Trenton's best known potters, died at his home in Trenton early in August. Mr. Leigh, who was fifty-three years old, was especially well known in pottery circles, having been associated with the Enterprise Pottery for more than fifteen years. Formerly he conducted a potter's supply store in Trenton. Mr. Leigh at one time was active politically and served his ward as councilman.

Edward H. Murray, a prominent crockery merchant of Watertown, N. Y., died recently of indigestion after a brief illness. Death was superinduced by heart failure. Mr. Murray succeeded his father, who died ten years ago, the firm then being L. R. Murray & Son. He was forty-three years old.

Cablegrams to relatives and business associates tell of the death of Joseph E. Schoenberg, at Bad Nauheim, Germany, on Sunday, August 29th. He was vice-president of the \$20,000,000 May Department Stores Co., one of the three largest organizations of its kind in the country; vice-president of the Broadway Trust Co., of New York; president of the

Schoenberg Real Estate and Investment Co., and a director of the Commercial Credit and Indemnity Co., of St. Louis. Mr. Schoenberg, who went abroad in June, was born in Dayton, O., on June 30, 1854. During the past fifteen years he has been residing in New York City. His widow and his daughter, Mrs. Herman August, of Cleveland, survive him.

Matthew McDonald, a well-known business man and pioneer resident of Minneapolis, Minn., died August 14 at the Northwestern Hospital, as the result of an operation. Mr. McDonald was born in 1849. In 1877 he entered the crockery and glassware business at Bradford, Pa., under the firm name of McDonald Brothers. Twenty-seven years ago Morris McDonald, the junior member of the firm, opened the business in Minneapolis. Matthew McDonald moved there later and devoted himself to the development of the firm of McDonald Brothers, later known as the McDonald Brothers Company.

Some time ago word was received that Irwin R. Brayton, one of the best known china and glass merchants in the State of New York, had died at his home in Buffalo. Mr. Brayton was active in many walks of life and stood well in the estimation of everyone with whom he ever came in contact.

New Glass Process

In an American patent taken out by S. Forgo a new process and apparatus for making glassware is described. Molten glass is made to flow between directing or molding surfaces, and a film of cool gas is interposed between these surfaces and the material, the glass being gradually reduced in thickness as it proceeds. The apparatus consists of a vessel which is divided into an inlet compartment, in which a pressure may be maintained, and an outlet compartment; two directing members, forming a gradually contracting chamber, extending from the latter, and the gaseous film is produced on the inner surfaces of these members by making them, for instance, of porous material and constituting the inner walls of two chambers containing a vaporizable liquid.

Glass Company Re-elects Officers

Directors of the Fostoria Glass Company, of Moundsville, W. Va., recently at a board meeting re-elected the old officers as follows: W. A. B. Dalzell, president; C. B. Roe, vice-president; A. C. Scroggins, Jr., secretary-treasurer.

Morgan Line Reduces Carload Weight

The minimum carload weight on glassware has been reduced by the Morgan Steamship Line, the weight applying from New York to Galveston. The weight of carloads on glass is now 20,000 pounds. The reduction permits smaller shipments to take the carload rate.

Not to control, but to help others control themselves—this is the fine art of managing man.

GATHERED IN GOTHAM

KENNARD L. WEDGWOOD, of 25 West Broadway, representing Josiah Wedgwood & Sons, Ltd., has just received from the factory in England a new decoration, executed by Leon D. Solon, and known as the "Cornucopia." It is applied to their bone china dinnerware body and is among the treatments of exceptional promise that the retailers may look forward to. Wedgwood & Sons are just now paying special attention to the growing demand for hand-painted queensware among people with country homes. The decorations are taken from Josiah Wedgwood period patterns. In Thos. Webb & Sons, glassware, from the English factory of this company, new features especially designed and executed by George Woodhall, the celebrated cameo artist, are being shown. Among them are "nature studies" of exquisite technique, and easily among the best offering in glassware to be found anywhere. The articles comprise stemware, vases, etc. The showrooms also contain a good assortment of compots, sweets, etc., and some new lines in rock crystal goblets, engraved and etched stemware.

James P. Gordon, representing Jones, McDuffee & Stratton Company, at 25 West Broadway, is showing a new line of Hofburg flown-blue dinnerware that is pronounced by all who have seen it as the most desirable thing of its kind presented to buyers in years. It is a stock pattern. Jones, McDuffee & Stratton carry the largest line of stock patterns ready for immediate shipment to be found anywhere on this continent.

The Colonial Cut Glass Company, represented at 47 Warren Street by C. B. & J. Warner, is displaying at the showrooms an entirely new effect in semi-rock crystal and known as the "Verona" cutting. The orders on this new product are much in advance of expectations, and all buyers express themselves as well pleased with the manner in which the ware is disposed of at retail.

Doctor & Solomon, representing the New Jersey China Pottery Company, have on exhibition at their New York showrooms advance samples of a new line of decorated Belleek china. The decoration here consists of an application of silver to the china body, the ivory tone of which throws into soft relief the decorative treatment. The ware very much resembles silver deposit and might easily be mistaken for it. Already much praise has been bestowed on this product

of the pottery, and Messrs. Doctor & Solomon expect a big business on this particular line. It comes in a complete line of jugs, vases, tea sets, finger bowls, mugs and novelties.

Fondeville & Van Iderstein, of 37 Warren Street, American representatives of many foreign pottery and glass producers, are showing some new effects in Paratoud Limoges china, known as the "Marie Antoinette," "Sparta" and "Minerva" in all gold and enamel decorations. In French hotel china the line of Alfred Hache & Company is being featured. Benedict von Poschinger's line of Bavarian crown crystal, in roemers, punch sets, etc., is accorded a conspicuous place in the extensive display to be seen in the Warren Street showrooms. Buyers will certainly overlook an opportunity to view some very choice offerings of the European manufacturers if they fail to visit this display.

Maddock & Miller, who recently secured the American agency for the Worcester Royal Porcelain Works, are busy arranging the sample lines of the utility ware received from this pottery. The showrooms at 25 West Broadway are fast assuming a businesslike air, as the beautiful specimens of this ware are being placed. As soon as it is determined what class of dinnerware will be in demand in the American market, stock patterns will be carried. The demand that has already set in is strong for acid-etched ware.

Koscherak Bros., of Park Place and Church Street, are constantly unpacking consignments of foreign china and glassware. Among the latest things in glassware is a line of roemers of Bohemian and Hungarian manufacture. A line of German china berry and salad sets, recently received, is worthy of special mention. The decalcomania decorations of flowers and figures are unusually attractive, while the prices range from six to sixty dollars per dozen sets. Jobs in salads, cake plates, cabarets, sugars, creams, etc., are being featured. It behooves the retailers to keep in touch with the constantly new and staple offerings of this concern.

Max Herbert, who handles the "Bonita Art Ware" line of Limoges china, decorated with solid deposits of gold and silver, reports the demand for this highly artistic ware as on the increase. Mr. Herbert exhibited a complete line of the "Bonita Art Ware" at

the Housefurnishing Show in Madison Square Garden in the latter part of August and expressed himself as well pleased with the interest his exhibit aroused and the volume of orders booked.



John Nixon, at his West Broadway showrooms, is showing some new things from the factory of the Fostoria Glass Company in an imitation pressed pattern. A feature of this ware is the unusual amount of silver to be observed in even the smallest pieces. In this respect it affords a pleasant contrast to the many similar articles on the market that are comparatively lifeless and flat. It is made in a complete line, including novelties, and enjoys the distinction of embracing two punch bowls, a ten and fifteen inch.

Potteries Running Ahead of 1909

With eight months of 1910 gone, the domestic pottery manufacturers of the Western district declare that the volume of business is far in excess this year of the record made in 1909. There is not an idle pottery in the West that is of any account. Here and there a small stoneware plant may be idle, but even this grade of ware is selling readily this season. Two potteries at Wheeling, which have been idle for a year or more, will be in the active list soon, and one of these, the Wheeling Pottery, has been placed in the tile manufacturing business. The La Belle plant is expected to be started before the end of the year, or as soon as some financial details can be arranged. Assurance of this fact is given by the announcement that those who want the Wheeling property have extended the option on the pottery until October 1.

Eastern and Western manufacturers expect a heavy fall business. Those pottery manufacturers who have been making a specialty of the scheme business, will have about all they can attend to this fall, for it is said the scheme business, or premium goods trade is increasing steadily instead of decreasing. The present has been one of the most successful dinnerware years in a decade. The manufacturers who have been making a specialty of high-class dinnerware, both in body and treatments, have had about all the business on these lines that they could conveniently handle.

Sanitary Device for Drinking Glasses

Sanitation is the battle cry now of the thousands engaged in the fight against disease. To secure proper sanitation, of course, the first principle is to combat promiscuous use of articles which should be private, such as drinking cups. With this end in view a New Jersey man has designed a sanitary mouthpiece for drinking glasses, particularly adapted to the glasses at soda fountains and soft-drink counters. The glass is fitted with a spring clamp having a folding edge. Under this folding edge a piece of paper cardboard fits and turns over the rim of the glass, so that the person using it need not touch with his or her lips the spot recently touched by the lips of some person afflicted with an infectious disease. It

is generally conceded that a very large percentage of illness is contracted through public drinking cups, and this invention should reduce the number.

1909 Production of Glass Sand

The production of glass sand in 1909 was 1,104,451 short tons, valued at \$1,163,375. These figures represent only a slight increase over the production of 1908. The average value was \$1.05, a very slight increase over 1908.

Pennsylvania stands first in point of production, the yield being 405,028 tons, valued at \$484,353. West Virginia comes next with 145,782 tons, valued at \$174,834. Illinois, 194,722 tons, valued at \$139,172. Ohio produced 92,487 tons, valued at \$94,825. Missouri, 111,517 tons, valued at \$83,106. Michigan, 17,000 tons, valued at \$34,000, Massachusetts, 5,017 tons, valued at \$25,330.

The analyses of these sands do not vary much in the aggregate in the various States, running from 89 and a fraction to 99.88 pure.

Pottery Prices to Go Up

That the prices of domestic glass and pottery will be advanced probably ten per cent. before the year ends, is the belief of buyers of these goods. During the past three years the buyer has been able to get these goods at almost his own offering. But buyers may now expect to receive some new price lists. In proof of this, it is reported that since one Western pottery concern advanced the price of high-grade goods ten per cent., other pottery manufacturers have seen the wisdom of this move, and advances in the prices of other lines are now being contemplated.

Rich Find of Ancient Pottery

Charles Lamb and Ward Swalley, of Raglan township, in Harrison county, Iowa, recently picked up some sixty pieces of pottery, arrowheads and other relics of a race antedating the Indians. Mr. Lamb has the most complete collection of Indian relics to be found in western Iowa, and the present find in Raglan township is regarded as a valuable addition to his acquisitions. In Mr. Lamb's recent tour of inspection he discovered what he and others believe to be the kilns in which the ancient people fired their pottery.

July Imports and Exports Heavy

The July figures of our foreign trade show larger totals of both imports and exports than in July of any earlier year except July, 1907, in which year both imports and exports exceeded those of the present year. The total imports for July, 1910, were valued at \$117,312,105. The exports were \$114,493,222. The excess of imports was \$2,818,883 against an excess of import of \$3,151,402 in July, 1909.

If your business expands faster than you do—something is sure to crack. Keep pace.

Loyalty to ourselves must be the first link in the chain that binds us in loyalty to others.

PENCILINGS OF POTTERIES

WHEELING, W. Va.—That the La Belle Pottery will be operated in the general ware column again seems to have been definitely decided upon. It is reported that those who are back of this move have ample assurance that a corporation with a proposed capital stock of \$100,000 can be successfully financed. It is planned to manufacture vitreous hotel china on an extensive scale. This it is predicted will draw a lot of men from the Syracuse and Buffalo district and also draw upon the East Liverpool section for help. Some time ago the Wheeling Board of Trade held a meeting and discussed the project of purchasing and converting the La Belle pottery into a plant for the manufacture of vitreous ware. The Onondaga plant at Syracuse, N. Y., is regarded as the only competitor of importance to contend with and the promoters feel that the field has its possibilities. An option on the La Belle plant is at present held by C. E. Jackson, of Syracuse, a large owner in the Onondaga, but he wishes to interest local capital in the project.

Zanesville, O.—The Zanesville Art Pottery Company, of which D. Schmid is the owner, will not remove its plant to Chester, W. Va., although it was admitted that some flattering inducements to locate there had been made to the company. Charles A. Smith, owner of Rock Spring Park, in East Liverpool, and who is interested in several other potteries in this district, also came forward with a proposition to locate in East Liverpool. The offer was declined by Mr. Schmid who states that he could not afford to abandon his present site. The burned Zanesville plant had a capacity of twelve kilns, and besides art ware, produced a complete line of cooking ware.

East Liverpool, O.—Insurance has been adjusted and the work of rebuilding the burned plant of the Anderson Electric Porcelain Company's plant will commence, it is reported, at an early date. The company has about \$20,000 insurance on its property, and the loss was regarded as total. In rebuilding the company will no doubt increase the capacity of the works. An attempt was made to have the company locate in Clarksburg, W. Va., an offer of five cent gas being made and a bonus of \$10,000 being offered.

Niles, O.—The Tritt Pottery Company's plant at this place will it is expected be in operation shortly. When ready it will be complete in every particular. Since July 12 thirty workmen have been busy at the plant remodeling and enlarging it. At the north end a new clay shop was built and also a mould shop. In

the glaze room and other parts of the pottery more modern and a greater amount of machinery was installed. A number of workmen from the East Palestine, Sebring and East Liverpool districts have taken positions with the company, and a few from Trenton have made application for berths.

Stillwater, Minn.—The pottery of the American Clay Products Company that was destroyed by fire recently will be rebuilt on the old site with all possible speed. The buildings will be of brick and fire-proof throughout, and the new plant will be even more modern than the one that was destroyed. There is ample capital back of the concern, which was a pronounced success from its start while in operation.

Macomb, Ill.—The Western Stoneware Company's plants have been running to full capacity this year; plant number four missing only the holidays. Plant number three has within the last few months shipped more ware than in any corresponding month in its history. The elevated railroad tracks at plant number four are being reconstructed. These tracks were built about six years ago and extend into the building, dumping the clay at the washers and the coal at the kilns.

Macomb is to have another new industry devoted to the manufacture of clay products for the market. The new company is known as the Illinois Electric Porcelain Company and will devote its energies to the manufacture of electric clay products. Charles Kettron, one of the best known men in the pottery trade in this section is at the head of the company. For some time he has been organizing the company and recently completed the work. At a meeting of the stockholders the following directors were elected: Charles Kettron, W. C. Sutton and C. M. Erwin; also the following officers: Charles Kettron, president; C. M. Erwin, secretary and W. C. Sutton, treasurer.

Richmond, Cal.—One of the latest industries to grasp the advantages which Richmond offers to manufactures is the Pacific Porcelain Works, the first of its kind to locate west of Chicago. The plant employs fifty men and is rapidly outgrowing its present capacity; in fact, they are preparing to build another kiln immediately.

Wheeling, W. Va.—It is reported in Wheeling that the rule adopted by the manufacturing potters, changing the cash discount from two per cent. to one per cent. has become more or less a farce; a number of

Western pottery manufacturers, it is said, have written their customers voluntarily that the old rate of two per cent. would still hold good, as far as they were concerned.



East Liverpool, O.—The Newell pottery of this place has just received an enormous order for clay rings from the Block Light Company of Youngstown. The rings are used as parts of gas mantels, in the manufacture of which the Youngstown company is one of the largest in the world.

Mexican Potters and Their Pottery

Pottery is made generally where the best potter's clay is to be found. In Aztec and Toltec times pottery was made everywhere in Mexico, but necessarily the pottery of some districts was of very rude and common make because the clay used was poor. Practically the places which were famous in Aztec times for their pottery are noted for the same thing to-day. This is because they have excellent clay to work with. But there were other districts which made vast quantities of pottery which did not have the best of clay. These places were always sacred to some of the gods and famous shrines which attracted thousands of pilgrims every year.

The most widely known of all Mexican pottery is that of Guadalajara. It is made of a peculiar kind of light, porous clay, which has so far not been found in any other part of Mexico. It is called by the native *la loza fria de Guadalajara* (the cold pottery of Guadalajara) because it keeps water cool by allowing considerable evaporation through the sides of the vessels. The Guadalajara potters make very large jars which serve as refrigerators.

In Guadalajara, families have followed the trade of potter since long before the discovery of America, and many of them are descendants of the early Toltec potters, who, in their turn, taught the art to the Aztecs who followed them.

Kilnmen Scarce in the West

There is a shortage of experienced kilnmen in the western potteries. In fact, it is said by the brotherhood officials that many applications are being received from the pottery manufacturers for good workmen. Of late it has been impossible to fill the demand. Official notice has been issued that all idle kilnmen are requested to forward their addresses to the brotherhood headquarters as soon as possible so that employment may be procured for them.

Potters to Exhibit at Cincinnati

The following potteries will have permanent exhibits at the Ohio Valley Exposition, which is to be held in Cincinnati from August 29th to September 24th: Knowles, Taylor & Knowles, Homer Laughlin China Co., Smith-Phillips China Co. and West End Pottery Co. The best grades of pottery manufactured by these firms will be displayed in a space 200 feet square, in the Liberal Arts Building.

Small Fortune Paid for Sèvres Vase

Fortunes are paid for fine Sèvres. At a recent auction held in London, Joseph Duveen closed the bidding for a *vaisseau à mât* with a \$45,000 bid. Besides Mr. Duveen's acquisition there are only four other known specimens of the *vaisseau à mât* in existence, namely: One in the royal collection at Windsor Castle, with a *gros bleu* ground, dated 1758; one in the Wallace collection, with a *gros bleu* ground; one with a *Rose du Barry* ground, dated 1752, in Baron Rothschild's collection, and one in the possession of J. Pierpont Morgan. Mr. Morgan's *vaisseau à mât* was formerly in the Earl of Coventry's collection; it is one with a *Rose du Barry* and green ground, dated 1759.

The example bought by Mr. Duveen shows an exquisite ground of *gros bleu* and apple-green, on which are gilt trellis work and marbling. On each side are painted, probably by Pierre Ledoux in 1759, birds and trees in rich colors; the ends are modeled with white and gold masks, while the cover is pierced as rigging and otherwise ornamented with panels of scale pattern, the whole surmounted by a white and gold pennant. The beautiful object, which stands seventeen and one-half inches high, has passed through the hands of a number of collectors, among them the Earl of Dudley.

Record Time in Payment of Death Claim

A check for \$150, the first issued by the National Brotherhood of Operative Potters, under the new death insurance plan, was forwarded recently by National Secretary Edward Menge to Mrs. Sarah L. Winters, widow of Jacob Winters, of Steubenville, O., who died July 26th. The deceased was a charter member of the Steubenville Local Union No. 20, and was in excellent standing at death, his dues being paid to October 1st. The death claim was presented to the National Brotherhood of Operative Potters officers on August 13th, just four days elapsing until a check for the full amount was placed in the beneficiary's hands.

New Head for Big Stoneware Plant

Willis Hankins, formerly of Coffeyville, Kan., recently left there for Red Wing, Minn., where he assumed the management of a large pottery manufacturing establishment. The pottery of which Mr. Hankins has charge is the second largest stoneware factory in the United States. He was selected as the administrative head because of his long and successful experience in the manufacture of this class of ware.

Potter Murdered?

John Gourley, thirty years old, a pottery worker of East Liverpool, who was found near the Cleveland & Pittsburg Railroad recently with cuts about his face and head, died the day he was found. The police believe Gourley was assaulted and when unconscious was placed on the railroad to hide a crime. Gourley was on his way home.

Oversupply will never cheapen that precious commodity—courtesy to customers.

A MILLION DOLLARS FOR ADVERTISING

Observations of a Man Whose Company Has Spent Millions on Publicity and Gets Them Back a Nickle at a Time. Buying Space in the Publications is Buying an Increased Patronage is His Philosophy

JOHN HIGGINBOTHAM, assistant treasurer, at Chicago, of the National Biscuit Company, recently expressed the opinion that in no other country on the globe but America will a man bet a million dollars on an idea and know that he will have to get back his million a nickle at a time. Then he went on to ask: "Why does he do it?" and answered, not because of the gullibility but because of the intelligence of his audience. He is of course referring to the millions spent by his company in advertising the "Uneeda Biscuit" and the other commodities of this mammoth bakery. What, no doubt, was running through Mr. Higginbotham's mind was not so much the intelligence of his audience as the supreme faith of his company in the value of publicity as exemplified in the million-dollar appropriations. He was thinking of men whose conception of this important item in the merchandising of the day was broad and whose perspective was not limited to the immediate and direct returns on occasional and spasmodic advertising, men who regard their advertising expenditures as merely items of an annual expense account, a conclusion in which they are apt to be correct for sufficient reasons. It is only the man big enough to recognize advertising as an investment with which to buy an increased patronage who ever gets returns large enough to compensate him for the care he takes to advertise.

The individual who will turn hand-springs before he makes an appropriation and then only with the sneaking suspicion that he is making the publications a present of a tangible something for a speculative and visionary service is not at all likely to get very much out of his advertising for the reason that he is making an investment in which he has no confidence and consequently one that will get very little of the very necessary co-operation on the part of the advertiser. Some advertisers seem to think that all that is required of them is to sign a contract and trust to the publication for results. This is a whole lot like buying coal and expecting it to automatically generate heat. The publications are simply mediums whose advertising pages are at your service for the exploitation of your thoughts and wares.

The publisher has labored to give his paper character and circulation; in other words, he has painstakingly prepared for you a mailing list that can be circularized by the use of its pages. The cost of advertising per thousand circulation is usually trifling, and as a rule, less than it would cost to canvass the same territory covered by the papers, with circular letters, post-cards, etc. Take a paper for instance with a circulation of 5,000 copies per issue. If the

publisher asks \$50 per page for his advertising space he is distributing for you an announcement at one cent per copy. Furthermore, he is paying for the paper, composition, printing and mailing, and in addition to that you are securing representation in a publication of more or less merit, which gives your advertisement much more weight than if the same matter were distributed by you personally through the mails. Everything taken into consideration, you are getting a service of undisputed weight for an insignificant outlay, at least 50 per cent less than you could undertake the labor for yourself and ten thousand times more attractive and effective. A \$50 rate for such service is the maximum rate asked as the space can be had for very much less. Practically all publishers have a graduated scale of rates, based on the amount of space contracted for, under the terms of which space can sometimes be had for 50 per cent less than the cost of single insertion, if advertising is contracted for by the year.

Right here it might be well to say something about the uselessness of one-time advertising. It is no good under any circumstances. It produces nothing for the advertiser and works an injury to the publication, as it is an unfair trial of the merits of the paper. Publishers are so much opposed to this weak-kneed style of publicity that many of them refuse to accept business of this character, contending that it is unproductive for the advertiser and injurious to the publisher. Perhaps it is wrong to say that it is absolutely no good, as there are times when it is effective. When it is desired to advertise a special sale or make an announcement of special and timely interest these occasional insertions have a certain weight. But here again the question obtrudes itself. What is the proportionate weight of these announcements? In other words, what are the relative results to be obtained by the man who advertises regularly and who makes a special bid for business, and the man who advertises only when he has a special sale to advertise or a splurge of some other kind to make? Experience, statistics and common sense will tell you that the regular advertiser will get ten times as much out of his announcement as he who advertises occasionally. Why? Because he has the public educated up to a proper appreciation of his size. He may have been advertising three months without anything startling to say, but nevertheless his material is having its effect in establishing him in the public mind as a dealer in this or that particular class of goods to the exclusion of the other and non-advertising dealers in the same line. For this reason his special sales, etc., will be regarded as something unusual if

not extraordinary and will attract much more attention than if he had never advertised at all, or occasionally only. This is very much like a man, officially prominent, uttering an opinion on a subject of importance. What he says is commented upon and has its influence. Let some nondescript and inconspicuous individual utter the same sentiments or others of greater import and embodying more sense and watch the results. He won't create a ripple. He hasn't been advertised. His worth is unknown. He may be a political, industrial or commercial genius in the bud, but nobody cares whether he is or not.

Advertising is a whole lot of the same thing; creating a reputation that later on, when thoroughly established, will automatically invest what you say with the weight of repetition and sincerity. It is hard work in the beginning and cannot be tackled in a half-hearted way if results are expected. Persistence is required and enough faith in the ultimate results to make a man dump *his* "million" into the project even though he does get it back only a nickle at a time. The all-important thing for him to remember is that he is *going to get his "million" back*, and with interest; that interest will be in the nature of an increased patronage and an enduring reputation that he could not acquire in any other way or in the same time.

If you are going to advertise do it right or not at all. If you lack the courage to approach it as an investment, and a generous one at that, let it alone, because you are toying with a merchandising boomerang that is likely to smite you hip and thigh. If you are broad gauge enough to tackle the proposition on the right scale it won't be long before it will dawn upon you that you have been casting bread upon the waters.

Advertising Club to Protect Merchants

The merchants of Knoxville, Tenn., have recently organized an advertising club which is composed largely of the members of the Merchants' Protective Association. This association is made up largely of retail merchants, although a number of wholesale merchants belong to the organization. The Merchants' Protective Association issues an annual book giving the standing of each customer of each member of the association. These reports are furnished the secretary by the credit man of the different firms, and each customer is marked up "good," "slow," or "require cash," as the case may be. Extra sheets are issued each week showing the number of people who have been sued and those taking the bankrupt law, etc. The advertising club is handled by the same secretary, who appoints a committee of three to investigate the various advertising schemes which are being brought before the merchants.

The merchants have been annoyed considerably in the past with special programmes for picnics, societies, lodges and various other organizations, many of which prove worthless as advertising mediums. Under the present condition, when a solicitor for such a scheme

calls upon a merchant he is referred to the Executive Committee, and if they approve the merchant will place an advertisement with him if he so desires. This plan has been in effect only a short time, but present indications are that it will be the means of protecting the merchants from a large portion of worthless advertising schemes.

American Ceramic Society Meeting

The semi-annual or summer meeting of the American Ceramic Society, which was held at Akron, O., during the latter part of August, was well attended. These summer meetings are held for the purpose of inspecting various clay working plants and other industries. While in Akron, the society inspected the plants of the Robinson Clay Products Company, the Summit China Company, Standard Marble Novelty Company, the vitreous porcelain chemical ware works of A. J. Weeks, the Goodrich Rubber Company and several brick and sewer pipe plants. The annual meeting of the society, which has a membership of over 400 pottery superintendents, ceramic chemists and pottery owners, will be held in Trenton, N. J., in 1911, starting the first Monday in February. While the committee having the selection of a convention hall in charge have made no definite announcement in this respect, it is understood that they will do so before long. The next summer meeting is to be held in East Liverpool.

Customs Ruling on Decorated Blown Glass Bulbs

The Decorative Glass Co. was defeated August 2d in an attempt before the Board of United States General Appraisers to obtain lower duty on small incandescent electric light bulbs composed of decorated blown glass. Metal also entered into the construction of the bulbs, but, according to General Appraiser Sharretts, who writes the decision for the board, decorated glass is the component of chief value. Duty was assessed by Collector Loeb on the articles at the rate of 60 per cent. under Paragraph 98, which provides, among other things, for "articles in chief value of glass." The importer set up the contention that the merchandise should be admitted at 45 per cent. as being "manufactures of glass" under the provisions of Paragraph 109, which specifies goods of this character. The General Appraiser says, on the findings of the board, the protest must be overruled.

Harold H. Knowles Bankrupt

Harold H. Knowles recently filed a petition in voluntary bankruptcy in the Federal Court. Knowles is the son of the multimillionaire founder of the firm of Knowles, Taylor & Knowles, pottery makers of East Liverpool, O., one of the largest manufacturers of pottery in the world. Knowles gave his liabilities as amounting to \$119,634.77. Securities valued at \$46,000 are said to cover \$39,000 of the debts, while the rest are said to be unsecured. Knowles gave among his assets an automobile. He inherited several millions when he became of age.

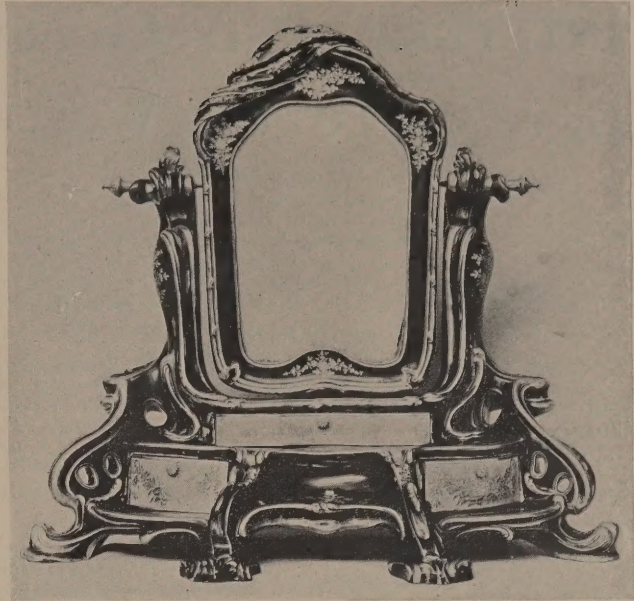
Germany's Glass and Porcelain Bricks

Consul-General Robert P. Skinner, after investigations, writes as follows from Hamburg concerning the glass and porcelain brick trade:

The demand for glass bricks in Germany has increased somewhat in recent years, and a number of concerns are producing them. There are no statistics available, and it is extremely difficult to estimate the product of the German factories, especially as they are produced in connection with other lines of glass goods. It is certain, however, that the business has attained large proportions within comparatively recent years. Three types of glass bricks are well known to the builders and architects of Germany. One, the Falconnier hollow brick, of a singular and irregular shape; another, a hollow, rectangular brick similar in shape to a common brick; and, finally, a pressed-glass brick molded into the form of a thick letter U. Glass bricks can never be more than special-purpose building materials, particularly useful where walls instead of windows are essential, while at the same time light must be provided.

The chief obstacle to their more extensive use is their inability to support more than their own weight, or even this when the wall exceeds 15 feet in height. Consequently girders must be provided or ordinary window openings made in such manner that the walls of glass sustain no pressure. Perhaps in the United States, where steel buildings are constructed so extensively, and where brick and stone walls carry little load, builders might find opportunities for a more extensive use of glass bricks than in Germany. When these bricks are carefully handled they seldom crack or break, but as they are sensitive to changes in temperature, builders must use them with considerable discretion. They are delivered to contractors loosely packed in straw and are shipped in the same manner in carload lots from the factories. The mortar used in laying them should be composed of one part of fine sand to four parts of cement, the latter to include 50 to 75 per cent. Roman cement. The rectangular, hollow, blown glass bricks have become of late the most popular form among German builders. They are thicker than the Falconnier bricks and are therefore more valuable for fire-proofing purposes, although a little more expensive than the Falconnier. These bricks cost an average of 13 cents each in dimensions of 125 by 250 millimeters (4.9212 by 9.8425 inches), or half that price for half bricks, 125 by 120 millimeters (4.9212 by 4.7244 inches). Brickwork of this kind costs about \$4.20 per 10 square feet.

The pressed glass bricks made in the form of a thick letter U are the cheapest, but are also the least popular, as changes of temperature facilitate the passage of moisture and dust through the mortar, and as the latter lodges on the inner surface of the bricks they eventually lose their transparency. It is not understood that any of these forms are protected by patents. A large Hamburg building contractor estimates that to erect a first-class plant for making glass bricks as a specialty would cost \$178,500 to \$238,000. How-



Chelsea mirror and stand, made of porcelain throughout. Recently acquired by the Metropolitan Museum of Art

ever, it appears that many German manufacturers of glass produce bricks as one of numerous lines whenever market conditions make it profitable. Porcelain bricks are exceedingly uncommon, although there are a few houses in Hamburg the exterior walls of which are faced with them. These bricks were made near Stettin, from clay found on the island of Bornhol in the Baltic. It seems unlikely that they will ever become popular, as they are very heavy and expensive. A wall constructed of porcelain bricks cost over \$7.15 per 10 square feet. Finally, they seem to attract dirt and soon present a bad appearance. Walls faced with glazed clay bricks cost about \$3.35 per 10 square feet. In excess of the cost of unglazed bricks, porcelain work costs 25 per cent higher than glazed clay brickwork. It may be concluded, therefore, that porcelain bricks will never come into use except in a limited and special way in inside construction. These white glazed bricks at present are used chiefly in quadrangles and light shafts. Drawings of the various glass bricks described may be seen at the Bureau of Manufactures, Washington, D. C.

Imports at the Port of New York

Week ending.	China.	Earthenware.	Glassware.
July 30.....	\$112,182	\$16,749	\$28,544
August 6.....	70,195	13,821	21,422
August 13.....	112,187	20,420	48,972
August 20.....	77,423	15,540	66,994
Total	\$371,987	\$66,530	\$165,932
Same period 1909.....	\$380,324	\$69,953	\$155,217

Creditors Receive Over Fifty Per Cent

Creditors of the Weaver Queensware & Notion Company, of Springfield, Me., received total dividends of 56 4-5 per cent. There is but little doubt that had not W. T. Tebbutt gone in person to Springfield and used his influence to keep the concern out of bankruptcy the creditors would not have received more half of what they did.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated, April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated, April, 1909.
REG. U. S. PAT. OFFICE.

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FRANK F. LYONS, *Secretary*

DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART METAL
AND ALLIED INDUSTRIES.

T. A. CAWTHRA, *Managing Editor*
PROF. CHARLES F. BINNS, *Technical Editor*
THIS MAGAZINE IS A MEMBER OF THE AMERICAN TRADE PRESS ASSOCIATION.

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A Reminder for Merchants

THE fact that people do not always recollect, works hardships on others and often does an injustice to those who have done something well worth recognition.

Special aim is made at those merchants who read the advertising pages of trade publications, and when they run across an advertisement containing a proposition that appeals to them their first impulse is to query the advertiser and maybe ask him to submit samples.

The advertisement in question then has been of service to both the merchant and advertiser, but does the advertiser always show where the merchant saw his advertisement? He may have seen it in one publication and he may have seen it in another. When an advertiser, either voluntarily, or by solicitation, places an advertisement in a trade publication he certainly expects results from his expenditure, and the pertinent point which is desired to be made here is, that he often gets them and doesn't know just how.

This is due to what is either carelessness on the part of the merchant that sends the advertiser his query, or else he fails to comprehend the vital importance of letting him know just where he saw the advertisement that caused him to correspond. This bit of thoughtlessness on the part of the merchant, is what has caused publishers to say at the bottom of each advertising page, "Please mention — when writing advertisers." They have received evidence that some one or more of their advertisers have sold bills of goods through the publication and yet no mention is made of how or where the information was received.

This is manifestly unfair to the trade publication, as well as to the advertiser, for the latter is always glad to know that the land upon which he has sown his seed has proved to be fertile and the position of the publisher is materially strengthened. Pottery and Glass has several times learned of instances where its advertisers have sold goods through the advertisements inserted and yet the merchants that were kept enlightened thereby failed to say where they received the information that led to a transaction. This being so, will the merchants and buyers who profit by its advertising pages kindly tell advertisers where they got the information when writing? It will be a strong pull in the right direction and will be appreciated.

The Advanced Cost of Living

THE Select Committee of the Senate, in its report on the influence of the tariff upon the increased cost of living, sheds some valuable light on the conditions responsible for this much-mooted question. Broadly speaking, the judgment of the committee amply fortified by the testimony of a large number of competent witnesses and supported by statistical information of undoubted reliability, is that the tariff is not a factor of any material consequence in solving the problem of advanced prices and increased living expenses. The greatest rise in the current value of commodities has occurred in products of the soil. The tariff cannot be held responsible for these increases of cost to the consumer, for on practically all the products of the soil the tariff has been reduced. Therefore the cause must be sought elsewhere. After patient and thorough examination into conditions in our own country and in foreign countries as well, the committee arrives at what appears at be fair and intelligent conclusions concerning the causes of advanced prices as follows:

Increased demand for farm products and food (the result of steady employment, high wage rates and large purchasing and consuming power).

Shifting of population from food-producing to food-consuming localities (caused by the demand for labor in industrial centers).

Immigration to food-consuming localities.

Reduced fertility of land, resulting in lower average production or increased expenditures for fertilization.

Increased banking facilities in agricultural localities, which enable the farmers to hold their crops and market to the best possible advantage.

Reduced supply convenient to transportation facilities of such commodities as timber.

Cold storage plants which prevent extreme fluctuations in prices and by enabling wholesalers to buy and sell to the best advantage tend to advance prices.

Increased cost of distribution.

Industrial combinations.

Organization of producers or of dealers.

Advertising.

Increased money supply.

Over-capitalization.

Higher standard of living.

The report of the committee is no doubt a grievous disappointment to those who have been busily charging that the tariff was the primary cause for the increase in the cost of living. Those, however, who are inclined to take a conservative and reasonable view of the influence of legislation upon economic conditions will find some valuable food for reflection

in the statistics published by the committee. The facts found show, during the period from 1900 to 1909, that while prices on commodities advanced, wages also advanced, but not in the same proportion. They show in the advance in prices, agricultural commodities have shown the greatest increase, and that with respect to the operations of the tariff laws they have had little or no effect on the prices of commodities upon which the greatest increases have been shown.

Locating Yourself

ONE of the hardest things for the young man starting out in business is to discover just where his talents lie. No matter how many flowery theories he may have regarding business and its ways, they are all sure to wilt when he is brought onto the heated battlefield of the struggle for existence. There things take on an entirely different color, and the old adage, "far away fields look green" promptly comes to mind.

When choosing a vocation the young man must be guided more by his instinct and natural desires than by any amount of "good advice," which he may acquire, first-hand from any of his solicitous friends, or second-hand from varied reading. At best one can give the vocation-seeker but meagre advice. We can state the facts regarding this, that or the other business and give, perhaps, a catalogue of the pitfalls to be avoided in each, but we can make no final selection or give definite and true reasons why one should accept this calling rather than some other. The ultimate choice must be founded upon subjective feelings and reasons rather than upon any amount of objective advice.

To leave the abstract and pass to the concrete, many a good salesman has missed his calling because over-anxious friends have prevailed upon him, possibly against his better judgment, to enter the profession of buying. He works half-heartedly, blunders through one week and worries through the next with his interests miles away from the work in hand. Is it any wonder that such a man is always at the foot of the ladder and looked upon as a failure by his friends—the same friends, perhaps, who unsuspectingly sent him to his failure?

When a man's work begins to drag upon him and prove onerous, it behooves him to take a little time for introspection and discover whether the fault be in him or his work. The man whose work is a pleasure may feel reasonably sure that he has found his proper calling or one so nearly right that he need recognize no difference.

There are two things which may explain the difficulty of the man who finds the work or business he is engaged in a trial; they are "wrong vocation" and pure "laziness." If his work is hard and distasteful and upon introspection he finds nothing the matter with himself he can blame the work. His trouble is "wrong vocation" and he can get out of the difficulty by changing his work.

There is only one other reason why work may be

distasteful to a man, that is—laziness. There is no hope for the lazy man; to him all work is onerous.

The Man We Are Looking For

THERE are two kinds of men in business—the passive man and the active man.

The passive man refuses to think in any but the beaten paths of thought; he takes no part in the affairs of the day. He is narrow-minded, dwarfed in action, and a coward. He sails in the middle course because he is afraid to do otherwise. He is good, not because he has an inherent disposition for goodness, but because he is afraid to be bad. His goodness is no virtue. He never fails because he takes no chances; he never succeeds for the same reason. He never makes a mistake because he is afraid to make a judgment. He relies upon and waits for the opinions of others. He refuses the ideas and inventions of the day because he feels satisfied that the methods of the past are "good enough."

The passive man is valueless—his progress in the world is retrogressive.

The active man is the man of worth; he is the man of deeds. He conceives an idea, formulates a plan, undertakes the work, reaches a successful conclusion, and leaves a line of breathless admiration in his wake.

The man of action starts things. He may not always hit the star he aims at—but he'll shoot again.

If he falls short of his goal he does not sit down and bemoan that failure the rest of his life, rather does he use it as a block of experience to build a path to some future success.

His enthusiasm in his business is catching. Work with him and you will find that you too are becoming a man of action. His spirit pervades all.

The man of action finishes things. That is his best trait. His enthusiasm does not "peter out" as he goes along. He puts his hand to the plow, sets his eye on the end of the field and tightens every muscle for a straight furrow. The little things along the way do not interest him. He is blind to everything but the end in view. He gets there.

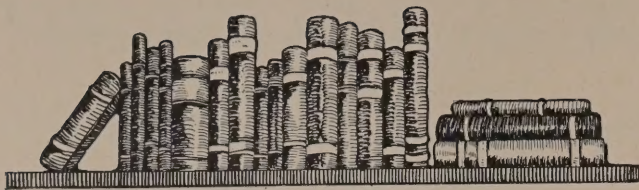
The man of action is at a premium; he is the man we are all looking for.

Promptness

ONE of the laws of life too important to disregard in any of its callings is that of promptness. This is especially true in commercial life; the man who puts off or delays action is likely to wake up one day in a tangle which it was easier to fall into than it is to get out of.

Such a condition of affairs would be caused not only by a lack of attention to financial matters, but by neglected work with its accompanying delay of business, and a belated attention to the wants of customers. Delays are always dangerous, so keep in mind the fact that promptness makes for success.

Modern salesmanship is nothing more than an analysis of old-fashioned common sense.



Recent Publications

Any of our readers desiring copies of the publications reviewed in this column may obtain them by forwarding to us the publisher's price together with the necessary postage.

CHELSEA AND CHELSEA-DERBY CHINA. By Egan Mew, author of the *Masterpieces of Handicraft*. 16 plates; cloth. Dodd, Mead & Company, New York City. Price \$1.00.

CHELSEA AND CHELSEA-DERBY CHINA is the last in the series of six volumes constituting the *Masterpieces of Handicraft* successively reviewed in this column, and all of which reflected a profound study of the various subjects with which the individual monographs concerned themselves. Collectively they cover the history of such historical ceramics as Old Bow china, Dresden Porcelain, Royal Sevres and review at length the porcelains of China and Japan. Mr. Mew throughout has revealed himself as an author of much *finesse* and has succeeded in investing his writing with all the delicacy and charm of the subjects under discussion. In his conclusions and observations conjecture is supplanted by painstaking study and a knowledge acquired by long association with many departments of the fictile art.

In Chelsea and Chelsea-Derby China the speculation and inadvertent deception that occasionally crept into earlier writings on this subject are, through careful research, practically eliminated, and so we have before us a refreshingly new discussion of an old subject. Chelsea was a delightful out-of-town English village, "to which men like Swift went for their health, and on the road to which footpads were busy." In the early eighteenth century the art of English porcelain making was in its youth, and exceptional promise hung over the productions of the Chelsea potters. The first known dated pieces of Chelsea, Mr. Mew tells us, were those "bee and goat" jugs, which were marked Chelsea in characters and dated 1745. At this period the influx of many foreign workmen who were already accomplished in their craft operated strongly in the artistic development of the Chelsea product and many of the graces of this ware are openly acknowledged to show a foreign influence. The wares themselves show much the same feeling as the early wares of France, and the designs as well as the colors are often taken from the productions of Sevres and Meissen.

The Chelsea pottery produced a long series of pretty toys, graceful groups, vases and many other trivial vanities, all of them with that appealing charm that seems to have been the very essence of eighteenth century art productions, when rulers and statesmen, financiers and even soldiers devoted themselves to the collection of these knick-knacks with almost as much zeal as they devoted to their several occupations. We doubt if a more comprehensive and entertaining

volume on the subject of Chelsea china is to be found in all the archives of ceramic literature than this effort of Mr. Mew. The illustrations in colors and black are of notable specimens of Chelsea and aptly portray the development of this historic ware.

POTTERY CLAYS OF MISSISSIPPI. By W. N. Logan. Published by the Mississippi State Geological Survey, Jackson, Miss. Cloth. No charge; postage eleven cents.

THE POTTERY CLAYS OF MISSISSIPPI is the sixth of a series of bulletins issued under the direction of the State Geological Survey. It deals with the various clays of the state and their adaptability to industrial use. The purpose of this bulletin, in common with the other six published by the Survey, is the dissemination of a better knowledge of the clay resources of the South in the hope that this knowledge will bring about a more rapid development of the soil opportunities of this section of the country. The first five chapters of the present work deal with the origin and chemistry of clays and contain a complete table of analyses, in addition to a description of the general distribution and stratigraphical condition of these clays. After a detailed description of the processes of preparation and manufacture the author proceeds with an examination of the different sections of the state in which the clays exist, minutely describing their location, giving the transportation facilities and stating the various industries that have grown up around the deposits. The book is a cloth-bound volume of 225 pages profusely illustrated with half-tones and many geological maps and charts. It may be had upon application to the Mississippi State Geological Survey located at Jackson. There is no charge other than the eleven cents postage.

BRICK CLAYS AND CLAY INDUSTRY OF NORTHERN MISSISSIPPI. By W. N. Logan. Published by the Mississippi State Geological Survey. Cloth. No charge; postage eleven cents.

This is another of the development works of the Geological Survey and deals specifically with the growing clay industries of the northern part of the state of Mississippi. After a detailed examination of the origin of the resources of this section the author goes deeply into the chemical and physical properties of the various deposits and their general industrial adaptability. Following this, attention is paid to the different processes of clay manufacture, the brick industry particularly, and the value of fuels for firing the kilns is also critically commented upon. The latter part of this bulletin deals with the manufacturing plants now in operation and gives a series of tables showing analyses of the raw materials obtainable, the methods of mining and the means of transportation. This bulletin, like all in the series, is a substantially bound volume, plentifully illustrated with half-tones showing processes of manufacture, machinery and views of the different clay pits and outcrops. There is also a large map that will help materially in studying the material discussed in this very interesting volume. It may be had for the asking if postage is enclosed.

RARE OLD CHINESE CLOISONNE

The Samuel P. Avery Contribution to the Collection of the Brooklyn Institute places it Among the Most Complete and Best Assortments of this Fine Oriental Art in the World

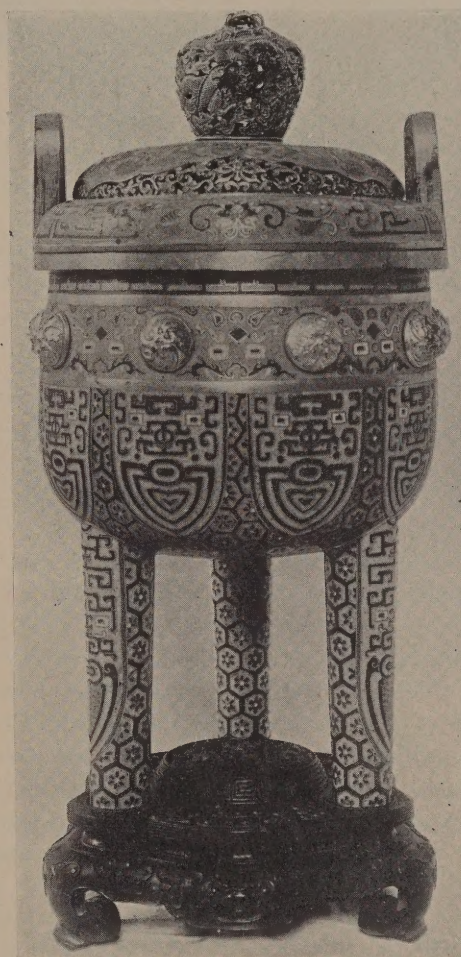
THE Brooklyn Institute Museum, of Brooklyn, N. Y., has from time to time been particularly fortunate in obtaining loans and donations to its splendid collections from gentlemen whose relations to Brooklyn have never been known to be very intimate. Charles W. Gould loaned a collection of Tiffany glass that is valued well up in the thousands. The Rev. Alfred Duane Pell's gifts of European china have a cash value of something like \$10,000, and his loans of silver plate are equally valuable. Samuel P. Avery recently donated a collection of old Chinese cloisonnes whose value can only be approximate even by an expert. It is enough to say that there are ninety-three pieces in the collection, that they fill three large museum cases, that it is the only large collection of cloisonne on exhibition in the United States, that it comprises several sets of pieces and many individual pieces of great rarity and that all the objects are of obvious intrinsic value and beauty.

To appreciate the value of a gift of this sort it is only necessary to reflect that the collector of cloisonne has not the advantage of the collector of Oriental porcelains, of Japanese lacquers or prints, or even of Chinese bronzes. He cannot acquire many new possessions at a single important sale; in other words, he cannot by the mere immediate outlay of any amount of money acquire a cloisonne collection. The truly valuable pieces only reach the market in individual examples or in very few examples at any one time. One has only to recall the sale of the Heber R. Bishop collection to realize how relatively few cloisonnes can be obtained, even at the dispersal of very large Oriental collections, for Mr. Bishop was absolutely omnivorous in his tastes in Oriental art, and almost reckless in his all-embracing choice when the number of pieces was in question. He bought heavily and he bought rapidly. His collection was worth half a million dollars long before he died, but he did not own much cloisonne. Patience and persistence, individual activity and wide travel are the first essentials of a cloisonne collector. Money, taste and knowledge, come last, though not least, in the consideration of these requisites.

The Avery collection includes a costly temple set of five very large pieces of white jade in open work scroll carving; an incense burner, two vases and two candelabra, in which enamel decoration is only applied to the borders of the pieces and which are only related to the cloisonnes in this particular. The unusually large dimensions of many of the cloisonne pieces are notable, including a complete temple set with five pieces, an incense burner of mammoth proportions,

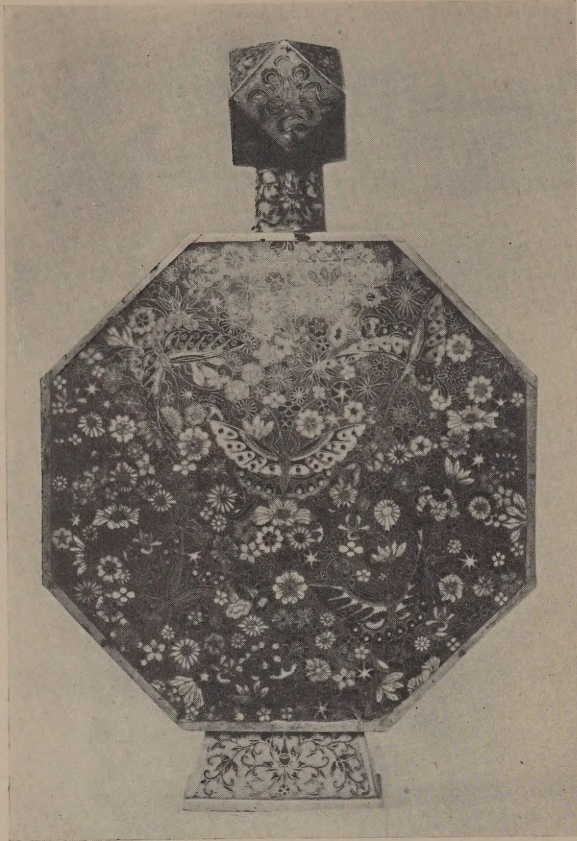
forty-one inches high and thirty-six inches wide, in the extreme dimensions, and three large screens. There is also a ceremonial wand which is twenty-one inches long. The collection is quite evenly distributed as to the various objects to which cloisonne has been applied by the Chinese, including vases, jars, bowls, boxes and incense burners.

Cloisonne enamels are those in which the vitreous pastes are separated by partitions. These partitions



Censer-tripod. Avery collection

are formed by soldering thin upright ribbons of metal to the metal ground. Each partition contains an enamel of a single color, which is laid on in the form of a powdered vitreous paste. These colored pastes are fused by firing. The surfaces are then rubbed down and polished and the completed and variously colored designs are thus obtained. This art was practiced by the Egyptians, Greeks and Romans, and descended from them to the Byzantine period, which employed it widely. The surviving relics, even of this latest ancient period, are, however, of small di-



Tall, angular bottle. Avery collection

mensions and of exceptional rarity. The Chinese borrowed this art from the Byzantine Empire, during the fourteenth century, and its later development has been practically confined to them and to their Japanese imitators, as regards wide practice and general use.

The metal ground employed in China has usually been copper or brass and the narrow lines of partition are usually of the same materials. The grinding down, gilding and burnishing of these lines of metal and the gilding of the borders and other unenameled portions of the metal body of the piece are operations in which the skill and infinite patience of the Chinese workmen are displayed to great advantage, and there is no Chinese art in which its good taste in color is more lavishly displayed. The enamel background color is generally some shade of blue or green. The earlier pieces are characterized by a slight pitting of the enamel surface, which is due to imperfect firing, but they exhibit the most splendid sense for color harmony and bold contrast. Generally speaking, the periods and characteristics of the cloisonne art correspond to those of the Chinese porcelains, as regards the relative esteem in which its pieces are held, and as regards the names of the great dynasties or individual rulers of the sixteenth, seventeenth and eighteenth centuries, after which these later periods of Chinese art are named.

In his search for cloisonnes Mr. Avery has visited all the large cities of Europe and has also obtained many of his specimens from the sales of Waggaman, Heber R. Bishop, Charles Russell Young, Baron von Sternberg and other collections. The temple set of

jade was one of the acquisitions at the Bishop sale. Mr. Bishop had purchased this set from the American Art Association at private sale for \$2,500. It was No. 771 of the catalogue, and was illustrated by special photograph in the *Catalogue de Luxe*. It is there described as a "grand temple shrine garniture of gilded and enameled brass, with various panels of white jade which are of carved open work design; (a) tall incense burner of archaic design supported by four elephant heads, and with an open work cover which is surmounted by a repousse and open work ornament representing a dragon amid cloud forms, chasing the Sacred Pearl; height, with stand, twenty-two inches; (b) pair of quadrilateral beaker shaped vases containing branches of the Sacred Fungus which are incrustated with jade, agate and lapis lazuli; height, including stands, twenty-four and one-half inches; (c) pair of tall candlesticks, surmounted by repousse gilt brass ornaments; height, with stands, twenty-six and three-fourths inches."

Although Chinese porcelains and Chinese cloisonne enamels are naturally separated in museum exhibition, they represent the same virtues, and illustrate the same superiority, when compared with average Western art. Perhaps we do not sufficiently consider the mute evidences of the high civilization and of the refined and cultivated taste of the Chinese, which are offered by such collections. They are, in reality, object studies in ethnology and history as well as models of perfection in industrial art.

Japan's Revised Tariff

Japan's revised tariff is viewed with serious concern by the commercial world. It will be enforced some time in 1911, but the exact date has not been fixed. It is assumed, however, that the prevailing conventional duties will not be replaced by the revised statutory schedules until after the expiration, in July and August, 1911, of the conventions creating them. American exporters have made inquiries regarding the question of the revised tariff being applied to American imports a year later than to imports from other countries, owing to the difference in the time of expiration in the treaties. While it has not been possible to furnish definite responses to inquiries of this nature, it is possible to point out that, barring any special tariff convention with Japan such as Great Britain, Germany and France have, American imports may be considered as subject to the statutory duties except as they are entitled to conventional rates by virtue of the most-favored-nation clause. It is assumed that probably, when the most favored nation relinquishes its rights to these rates, the American exporters would cease to be entitled to them under the terms of the present treaty. In event that Japan concludes new tariff conventions with but one or two countries, whatever special rates may be fixed thereby will in the customary way extend to Americans equally concerned. American exporters are up in the air, and are awaiting something definite from Washington.

RETAIL TRADE NOTES

TWO of Philadelphia's largest jewelry and cut glass stores, Bailey, Banks & Biddle and S. S. Kind & Sons, are known to have been, and several others are probably, the victims of a swindle which has been brought to light in the arrest of John Sullivan, scarcely more than a lad, who is charged with fraudulent business methods. He was held in \$1,500 bail for court. Sullivan, who was arrested by Central Office detectives, is alleged by them to have called up the firm of Bailey, Banks & Biddle, and representing himself over the telephone as Jeremiah Sullivan, traction magnate and financier, declared that he had admired a watch he had seen in the window. He asked the price, which was \$125, and declared he would purchase it. He said he would send his check for the amount by a messenger. The firm, upon the arrival of the boy, delivered the watch. On the same day Sullivan, this time representing himself as John O. Valentine, a noted horseman, secured in the same manner a diamond ring from S. S. Kind & Sons.

Nathan Dohrmann & Company, of San Francisco, Cal., recently held an exhibition in their Stockton and Geary Streets store, showing specialties in china, fayence and art pottery. The window displays of this company were dinner sets of English semi-porcelain in blue Delft and blue willow, also in Copenhagen imitation, all cheaply priced and very effective. Another good seller with Nathan Dohrmann & Company was a clock in a solid wooden case, about six inches high and costing only \$1.75. Housewives crowded the enamelware department to inspect the waterless cooker advertised by this company. It is made of armor plate steel and coated with the toughest enamel, guaranteed to be pure.

Charles L. Baumann, of Ludwig Baumann & Company, has bought the furniture and crockery business of Joseph Schreiber, 1449 Broadway, Brooklyn, N. Y., and he is now devoting his time to that concern. He has not, however, severed all connections with Ludwig Baumann & Company, being still a director of that house. The Brooklyn store, for the present at least, will be continued under the old name.

Davis Collamore & Company, of New York City, are going to move about May 1, 1911, from their present Fifth Avenue quarters to a new structure now in course of erection at Fifth Avenue and Forty-eighth Street.

Contrary to expectation, Bigelow, Kennard & Company, of Boston, Mass., are to postpone the demolition of one-half of their present building until after the close of the holiday trade, beginning this work as soon after January 1st as possible.

J. B. Middleton, of Clarksville, Mo., recently sold

his racket store goods to the Mercantile, and moved the remainder of his stock to his main store. Mr. Middleton conducted the Economizer for more than a year, but found that the trade did not justify the additional expense to say nothing of the divided time the two stores required.

W. C. Freeman, of Barry, Ill., has added a five and ten cent feature to his store. He proposes to carry a good line of useful, every-day articles, and regards the innovation as a material addition to an already complete establishment.

Samuel and Isadore Reizenstein, of Pittsburg, Pa., will be in charge of the new Reizenstein store which recently came over from Federal Street to Liberty Avenue. Louis Reizenstein recently returned from an extended trip to Europe in the interests of the company. The Sixth Avenue store will continue to be the headquarters of the firm.

The A. K. Hutchinson Furniture and Undertaking Company, of Colorado, Texas, intends to add a line of housefurnishings, domestic pottery and glassware, and is anxious to procure salable articles in all these lines.

The firm of Hartzler & Gerig, of Smithville, O., has been dissolved, J. R. Hartzler succeeding. Mr. Hartzler will continue the business under his own name, handling among other lines, crockery and glassware.

Sands Brothers, of Robstown, Texas, have engaged in business, handling among other lines, crockery and glassware.

The Gwyther Hardware Company, of Gwyther, N. D., is erecting a new store. The lines handled include crockery and glassware.

S. J. W. Brown, of Ord, Neb., has purchased the business of the Ord Mercantile Company, which he will continue under his own name, handling, among other lines, crockery and glassware.

K. W. Vaught, of Stella, Neb., has purchased the interest of his partner in the firm of Vaught & Company, and will continue under his own name, handling among other lines, crockery and glassware.

Wilson & Oines, of Volga, S. D., have succeeded to the business of Caldwell & Wilson, handling among other lines, crockery and glassware.

The Beall Hardware Company, of Lexington, Miss., suffered a loss by fire. The business is being continued, handling among other lines, crockery and glassware, agricultural implements, paints and oils, etc.

William Workman & Company, of Henderson, Ia., have opened their new store, handling among other lines, crockery and glassware.

Frank A. Empsall, proprietor of the principal de-

partment store at Watertown, N. Y., has decided to install a large crockery department in his store.

Rothschild Brothers, operators of a chain of stores, carrying merchandise ranging in price from one to twenty-five cents, are arranging to open a store in St. Louis.

Salinger & Goldstein, of Centerville, Ia., are about to completely remodel the interior of their large department store. The show windows, too, will be reconstructed and an effort made to bring the store up to the requirements of its rapidly growing business.

The china, glass and housefurnishing department of the Goldberg, Siegel Company's store, of Trenton, N. J., is about to undergo extensive alterations. When the work has been completed the basement will have a part reserved for remnant sales from the different upstairs departments.

Louis Lobel and Charles Rosentzweig have opened a crockery store in Rahway, N. J.

The N. Shure Company, of Chicago, Ill., novelties and general merchandise, has recently increased its capital stock from \$15,000 to \$125,000.

The Rogers Lumber Company, at Bingham Lake, Minn., have decided to add a line of china, domestic pottery, housefurnishing goods and glassware to their stocks.

C. H. Muir has opened a new five-ten-and twenty-five cent store in Williamsport, Pa.

Recent Fires

FIRE of unknown origin destroyed the department store of A. Wehiltz, at Steele, N. D., in the early part of August. The loss to the stock was about \$35,000, and to the building about \$10,000, with only \$15,000 insurance. The inadequate fire protection of the town was partly responsible for the large loss sustained.

The Glenn Company's department store, of Pittsburgh, Pa., recently had a fire that for a time threatened to destroy the whole upper section of the building. Between the firemen and the salvage corps, however, the loss was confined to about \$10,000. Of this amount the Ferguson estate, to which the property belonged, loses about \$2,000, and the balance is suffered by the Glenn Company.

Fire recently destroyed the entire stock of L. N. Teale, of Brownwood, Texas. The business, however, after alterations are completed and a new stock obtained will be continued as heretofore. Among the features of the store will be a complete line of domestic pottery and glassware.

The Warner-Keffer China Company, of East Liverpool, O., recently had some trouble with a pipe which was connected with the sprinkler system of the plant. This pipe burst near one of the decorating kilns which was in process of being fired and narrowly averted causing an explosion. When the

fire department arrived the main shut-off was closed and what promised serious damage was averted.

The R. F. Kerwin Ornamental Glass Company, of St. Louis, Mo., recently sustained a fire loss estimated at about thirty-five per cent. of the company's holdings in the three-story brick building occupied in the manufacture of its ornamental glass. The property was covered by insurance amounting to \$41,000.

The Bennett Pottery Company, of Baltimore, Md., has again been visited by a fire, although the blaze did not do sufficient damage this time to interfere with the making up and shipping of orders to any serious extent. About \$10,000 damage was done. The fire started in the adjoining lumber sheds of Eisenhauer, MacLea & Co., containing 2,000,000 feet of costly hardwoods, which were destroyed. The insurance is \$113,800. The lumber loss was \$165,000.

The Reardon Block, of Midland, Mich., occupied by Reardon Bros.' department store, and offices of various kinds, recently burned, with an estimated loss of \$125,000.

The Bagley pottery, of Zanesville, O., was destroyed by fire recently, entailing a loss of \$25,000 and throwing fifty men out of employment. The fire department was crippled in fighting the fire on account of the low pressure and scarcity of water.

The storehouse of the National Housefurnishing Company, of Gloucester, Mass., was gutted by fire, causing damage estimated at \$8,000.

A fire in Albert Goldberg's crockery and hardware store, at Atlanta, Ga., did \$2,000 damage recently.

Buffalo Glass Company Grateful

President M. J. Blodgett, of the Buffalo Glass Company, recently forwarded to the fire commissioners of that city a check for \$100 as an addition to the firemen's beneficiary fund. Accompanying the gift was a letter in which Mr. Blodgett stated that he could not say too much in appreciation of the excellent work the firemen did in fighting the fire at the plant of the company in the latter part of May of this year, when the entire works were threatened with destruction.

Consolidated Lamp and Glass Company Rebuilding

Work repairing the damage caused by fire at the Corapolis, Pa., plant of the Consolidated Lamp and Glass Co. has started. The company is condensing its warehouse and packing departments, and the new buildings will be slightly smaller than the old ones.

Call of the National Brotherhood

President Duffy, of the National Brotherhood of Operative Potters, in a communication to the Central Labor Union of Trenton, advised that body recently that he had requested all the potter's organizations which have not affiliated with the National Brotherhood to take up the matter at once and elect delegates.

Store Talks on Store Stationery

To call attention prominently to the store's policies, Gualterio Eikel, Aguascalientes, Mexico, has printed on the back of his letter heads matter of a general nature, pertaining to the conduct of the business. There are a number of these circulars, which deal with such subjects as good service, the square deal, promptness in shipping and similar matter. In the little talk here reproduced stress is laid on quality. Of course the original matter is printed in Spanish, but the translation is given below:

TO OUR CUSTOMERS.

In making your purchases do not be satisfied with goods of indifferent quality; usually the best are the cheapest. We are constantly looking for goods of superior kinds, the latest styles, the most recent improvements, to offer our customers.

Nowadays the manufacturers improve their productions so frequently that only with intimate contact and a constant and careful study of the trade papers and new catalogues can merchants keep in touch with the best in the market. Our facilities for getting this knowledge are exceptional; we have agents in various parts of the United States and Europe who are constantly sending us catalogues of all kinds, and who give us, also, special information.

The result is that in buying our stock we are prepared to order those goods in which are combined the greatest number of advantages and which are, therefore, in themselves most valuable.

Let us cite a concrete case: Originally pipe wrenches were made with round link chains and with teeth on one side only, cut on the head of the wrench itself. Wrenches of this kind are sold yet in many hardware stores. Chains with flat links are used in modern wrenches because they are strongest; jaws are made separate to permit renewal when the teeth have worn smooth. Teeth are cut on both sides of jaws so that wrench may be used either side up; the jaws are reversible, offering four rows of teeth for use.

Consequently, the up-to-date wrench is the stronger, it can be repaired, its teeth last (and these are what wear out) four times as long as the old ones; the cost is not greater. In this case, therefore, our customer receives for a given sum spent four times its intrinsic value in use.

Is this worth while to you?

This is the wrench.

An illustration appeared at the bottom of the page.

This matter is printed on the back of the letter heads which are used in the regular correspondence. As the back of the letter catches the eye first when the envelope is opened, the chances are the matter will receive attention. As the letter must be kept for reference, the circular naturally goes with it, and is therefore available should the customer wish to use it later. An effort is made to send a different circular to each customer with every letter until the series is exhausted. This might be arranged by using a certain circular one week for all the correspondence. The scheme is effective and has been productive of much good. It can be adapted to any line of business and should afford some enterprising retail crockery or glass dealer with an inspiration.

Slayer Acquitted

Thomas Kinney, of Donora, Pa., was placed on trial before Judge Taylor, at Washington, Pa., recently, for the killing of William Adams, superintendent of the Macbeth-Evans Glass Company's factory at Charleroi, Pa., on the morning of December 2,

1909. After remaining out a long time the jury found Kinney not guilty, this verdict being given for the reason that Kinney was considered insane at the time the act was committed. The court gave Kinney into the custody of the sheriff to await a further investigation of his mental condition and the making of an order by the court for his further disposal.

New Saggerless Kiln

F. G. Haney, of East Liverpool, O., is the inventor of a pottery kiln on which a patent was recently granted. Among the principal objects which the present invention has in view are the provision of a kiln wherein the necessity for the employment of saggars or supporting devices is avoided. It also strives to provide a construction wherein the kiln may be adapted to be heated by either coal or gas. It is claimed that the construction provides an arrangement whereby the breakage caused by the removal of articles is diminished.

Propose Exposition for Liege in 1915

The unprecedented success of the Liege (Belgium) Exposition of 1905, that proved such a potent factor in the general development of this locality, has encouraged discussion for another world's fair, to take place in the near future. Under the auspices of the Comité de la Fédération des Associations Commerciales et Industrielles a promotion committee has been formed with the mayor as president. It has been suggested that this exposition take place in 1915.

Fire Clay Workers Working Vitreous Clay

Statements have been made to the effect that one of Trenton's potteries is using fire clay workers to work in vitreous clay, and an agitation has been started to have this corrected. This branch of the trade is divided into two classes who work in what is known to the trade as white clay and black clay. The former comes under the jurisdiction of the sanitary pressers and is considered the more skilful branch of the business, while the latter is practically unorganized and does a rough class of work.

Government Instruction in Export Packing

The Bureau of Manufactures, Department of Commerce and Labor, is preparing a pamphlet on packing for export, being largely the result of inquiries made by American consuls. Illustrations of good packing will be given, and some examples will be shown pictorially of the results of careless or insufficient packing. The practice of leading exporters in all countries will be drawn upon for examples of the most efficient packing.

A steam roller in a rose garden is no more out of place than a pig or a pirate in the fair field of merchandise.

Your red letter days will get to be dead letter days if you mistake activity for work.

PRACTICAL SCIENCE DEPARTMENT

Edited by Prof. Charles F. Binns

Talks on Colors and Colorants—Part III.

Colored Glazes

THE range of colors which can be used in glazes is wider than that possible for bodies for several reasons. The fire is less severe and therefore other colorants can be used, the oxides are dissolved or suspended in the glaze making possible a great variety of combinations, and there is much less difficulty from difference of temperature. The procedure is much the same whether the glaze be bright or matt, though in the former case the colors are apt to be slightly changed on account of the more complete solution of the oxide. As already pointed out some of the colorants are completely dissolved in the glaze substance, some are only suspended and some are, so to speak, devoured or destroyed. In matt glazes this action is much less intense.

Colorants which are insoluble in water may be used in the raw state provided that they are ground to a sufficient fineness. If, however, two or more colorants are used in the same glaze, a procedure which is often necessary in order to produce other than the ordinary tints, it is best to make a calcine or fritt. This is especially the case when the substances will be unequally attacked by the glaze. For example, cobalt oxide dissolves freely in the glaze, nickel oxide is very stubborn, dissolving very little if at all. If both these oxides be needed in a bright glaze, as they would be in a grayish blue, they should be made into a fritt first by melting them with a part of the glaze mix. This will help to incorporate the colors and to make a uniform glaze.

The glazes produced from single oxides are, almost without exception, crude and harsh in tone. The hue may be slightly modified by changes in the composition of the glaze, but in order to make the less violent colors, which are commonly called "art" colors, several colorants will be necessary in the same glaze. The natural blue of cobalt is a rather vivid color, slightly purplish. It may be modified in the direction of green by the use of copper or in the direction of gray by the use of nickel. To intensify the purple a little manganese may be used, but beyond a certain point the glaze will become gray and finally black. A clearer purple is made by adding a good underglaze pink to the blue glaze or by first making a pink glaze and adding cobalt to this. The latter course is the better, but it is not so easy to make a pink glaze as to buy the pink.

Cobalt is an exceedingly powerful colorant. Two per cent. of the black oxide will produce quite a dark blue in either a bright or a matt glaze, and one-fourth of this quantity is enough for most purposes. The tone of the color is greatly modified by the

contents of the glaze. Barium will darken the color and make it more purple; zinc will have the opposite effect. In fact, even a small amount of zinc will turn the cobalt purple into a light sky-blue. Lead will also strengthen and deepen the blue, while lime is inclined to develop a grayish tone. Boric acid is similar to lead in its effect upon the color.

Grinding is an important matter in all colored glazes, but especially so in the case of cobalt blues. The colorant is so intense that even a small grain will cause an unpleasant spot in the glaze. At the same time the glaze itself must not be over fine or it will not dip well. The best plan is to put the oxide on the mill with only one or two of the glaze ingredients, white lead and whiting, for example, because these will suffer less from over grinding than will flint and spar. Grind this mixture perfectly fine, then add the rest of the glaze and grind until ready for use. This rule will be applicable to all colored glazes, though the cobalt blue is the most likely to suffer by neglect of it.

In Volume IV, Transactions of the American Ceramic Society, F. W. Walker has treated so fully of the action of the oxide of copper in glazes that there is no need of a further description. Suffice it to say that nearly all green glazes are based upon this substance. Chrome may be used to some slight extent, but does not dissolve in the glaze as copper does. Glazes made from chrome green are therefore muddy or cloudy in appearance, while those from copper are transparent. Chrome is affected by zinc oxide. Even a small proportion in the glaze will turn the chrome to a dirty brown. It is found in practice that chrome is apt to cause blisters in a glaze, but this is probably due to the fact that the oxide is usually made by calcining bichromate of potash with sulphur. The resulting potassium sulphate is not entirely removed by washing and the blisters are caused by this. On the other hand, chrome is able to resist high temperatures which copper is not. For this reason, as was pointed out in a previous paper, copper cannot be used in colored bodies while chrome can. No reference is here made to the reduction reds of copper as these have been often dealt with in an able manner elsewhere. Nor are they used in a general way.

Answers to Correspondents

Question 77.—I have found what I believe to be quite an extensive deposit of china clay. Can you tell me who will give me information as to the probable utility of this material?

Answer.—Send a sample to the Editor at Alfred, N. Y., and a price for examination and report will be quoted.

Question 78.—I am sending you a few trials, and would like to have you tell me why the glaze is not even.

Answer.—The glaze does not seem properly ground. The little pits are caused by unground fragments of the materials.

Question 79.—I am having trouble in dipping. On the more vitreous pieces the glaze runs off as if it were too heavy. What is the cause?

Answer.—You are using the glaze too thin. You should have an extra tub containing a thicker supply of the glaze, and when the dipper finds by the suction that any piece is extra hard he can plunge it into the thicker glaze.

Question 80.—We are making a Rockingham glaze and want to get a glaze that will work out something near white on the same body at one fire. Can you help us?

Answer.—In "The Potter's Craft," written by the Editor, there are a number of recipes for colored glazes. They are planned for fired ware, but will give you a line on how to go to work.

Question 81.—In adding enough boric acid to lower the melting point of the glaze it falls off in the kiln. Why is this?

Answer.—If you are using the raw acid it will surely fall off because of the water it contains. Boric acid and borax are soluble in water and must be made into a frit before grinding with the glaze.

Question 82.—Is boric acid injurious to health?

Answer.—Not in the sense that lead is. Boric acid is a valuable aseptic and is used in surgery for dressing wounds. This fact led to its use as a preservative of foods and it is an open question whether in this form it is injurious or not. Some high authorities say not.

Question 83.—What is the ingredient in spar which makes it stick to clay trials?

Answer.—Spar is a natural substance found in the earth. It has, therefore, no ingredients in the sense that an artificial mixture has. Almost any insoluble substance if ground fine will stick to other substances.

Question 84.—Is there anything that could be added to common clay to lighten the color? It must be cheap.

Answer.—A mixture of ground flint and Tennessee ball clay should suit your purpose.

Ivory Earthenware

IVORY earthenware is said to be selling in Europe in articles of a high-grade quality; its weak yellowish tint giving a delicate and choice effect. In case it is fired along with white earthenware, care should be taken that both in the biscuit and glaze it gets into the less heated parts of the kiln. The body, it will be understood, is not colored by cobalt

salts; the production of the yellowish ivory tone through an artificial coloring of the body or glaze being likewise avoided. It would be difficult in articles produced with such coloring to turn out ware free from specks. It is not as difficult as is often thought to produce the ivory tone; it is on the contrary more difficult to attain a pure and faultless white. When it is considered that in making white ware, the body or glaze is blued (or colored with salts of cobalt) in order to conceal the yellowish tone it is self-evident that without the use of that agent the desired tone is produced of itself. Moreover, instead of red-lead or white-lead, a litharge containing iron is used for the glaze, when the desired object is attained without trouble.

As to the body, the following compound is recommended by G. C. Müller, in a recent issue of the *Keramische Rundschau*:

Lothain clay.....	35	parts	by weight.
Halle kaolin.....	30	"	"
Quartz	30	"	"
Felspar	5	"	"
Biscuit fire Seger cone	5-6.		

The following frit would be a suitable glaze:

Litharge, 32 kilos, about	70 lbs.
Hohenbocka sand, 24 kilos, about	53 lbs.
Felspar, 18 kilos, about	40 lbs.
Chalk, 8 kilos, about	17.5 lbs.
Crystallized borax, 18 kilos, about	40 lbs.

GRINDING COMPOSITION.

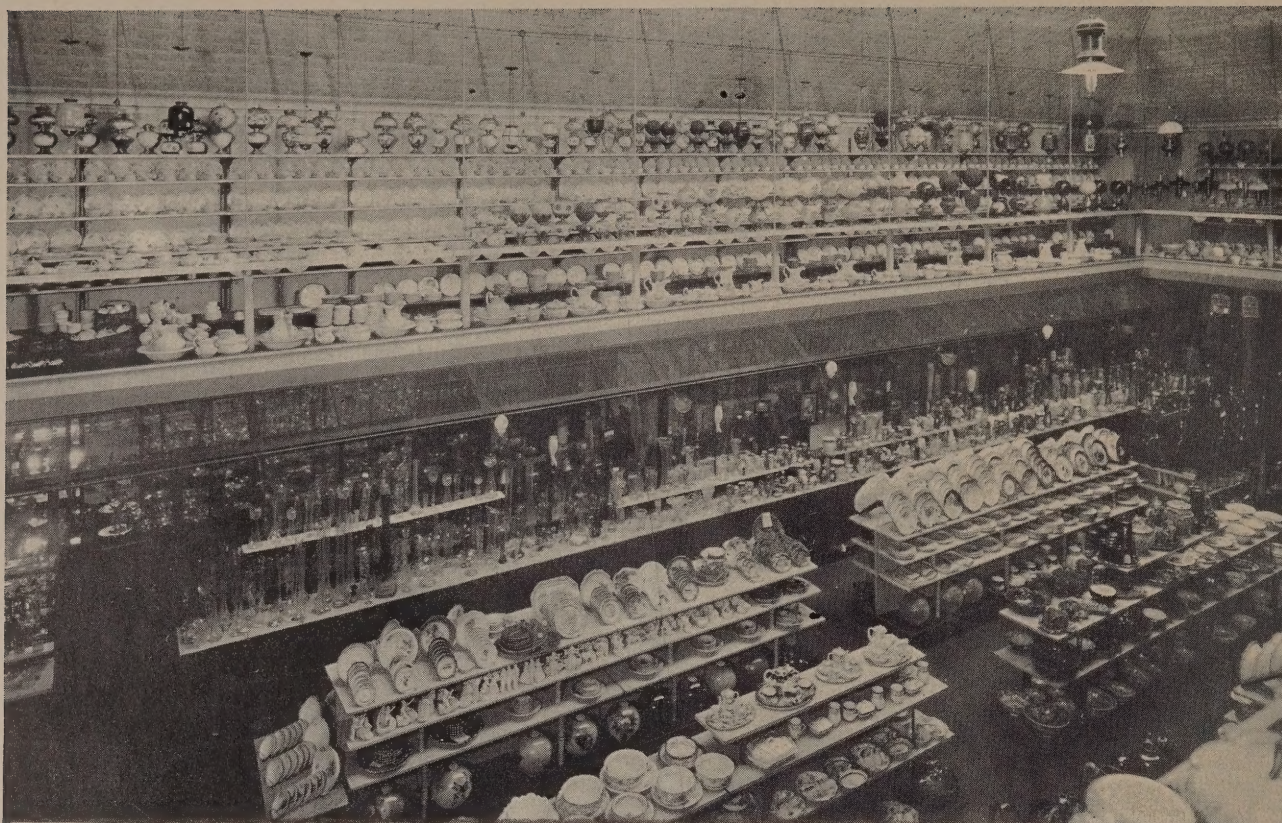
Frit, 80 kilos, about	176 lbs.
Litharge, 12 kilos, about	25.5 lbs.
Felspar, 8 kilos, about	17.5 lbs.
Glazing fire Seger cone,	04-01.

If it is desired to reduce further the time of firing and the temperature, carbonate of lime (or preferably chalk), is introduced into the body, instead of felspar. The following compound is used:

Vallendar clay.....	40	parts	by weight.
Quartz	20	"	"
Albsheim kaolin.....	29	"	"
Felspar	11	"	"

This compound is intended for a biscuit fire of Seger cone 04, and gives an effective, hard-sounding ware.

If, on the contrary, it is desired to avoid the use of harder clays, the admixture of chalk would be increased fifteen per cent. with the same firing temperature. Halle, (Dölau) or Börtewitz kaolin, can also be used in place of Albsheim kaolin. The glaze indicated can also be used for these bodies, in which case biscuit and glaze can be fired at the same time. The biscuit ware then comes to the hottest parts, and the glazed ware to those which are less heated. As the glaze firing can be kept in an oxydizing condition, this manner of working has the further advantage that the biscuit ware is also fired under oxydizing influence, by which means the yellow tone comes out still more distinctly.



Interior view of one section of Abbott's store, showing display of dinnerware

"FOUR STORES IN ONE"

Abbott's Store in Chattanooga an Architectural Novelty, and the Only One of Its Kind in the World.

CHATTANOOGA, Tenn., has somewhat of an architectural novelty in Abbott's Store, which is referred to in the company's literature as "four stores in one," viz., "a china store, a stove and range store, a lamp store and a house-furnishing store." The arrangement of the interior of this store is perhaps unlike anything in the world. The building was designed by W. P. Silva, of the firm of Silva & Abbott, who were succeeded about four years ago by Messrs. Abbott and Ragsdale, under the corporation style of Abbott's Store. This peculiar business establishment has a frontage of fifty feet on Market Street in the center of the business district, and extends two hundred feet through to Broad Street, another business thoroughfare of importance. For one hundred feet from Market Street the building is two stories high with the ground floor only used as a showroom.

Back of this section is the area covered by what is referred to as the "dome"—a novel feature in store construction. This space is sixty-five feet long with galleries eight feet wide on either side. These galleries are one hundred feet long as they run to Broad Street. They are eight feet high and are reached by two stairways. A bridge connects the two galleries, which are shelved all around for the display of dinnerware. On the outer railing is a shelf for stand lamps, under which is a platform where chamber sets are shown. Above are hung hall and library lamps

and chandeliers. From the floor below all the things on the galleries can be plainly seen. A hundred dinner sets and as many chamber sets are here displayed, and all within easy reach of clerks and customers.

The "dome" has a spread of nearly fifty feet and is surmounted by a skylight twelve by thirty feet. The peak of this lighting device is forty feet from the floor and floods the whole interior of the store with light. Under each of the galleries and separated from the main floor by glass partitions are rooms nine feet wide and sixty-five feet long. In one is shown fancy china, in the other are kept the cut glass and bric-a-brac. The color scheme is light ochre with a light orange band where wall meets "dome" or ceiling. Colorists competent to express an opinion have pronounced the combination most artistic.

For lighting at night electricity and gas are used liberally, producing some very pleasing effects. The office, located in the middle of the building near the "dome," commands a view of the whole store. The desks in the office are always decorated with flowers from the extensive gardens of Mr. Abbott, and frequent displays of flowers are made in the show windows with flowers procured from the same source. These are quite as much a feature of the place as the "dome." Thousands of packages of seeds and hundreds of plants are distributed annually to help in making the city of Chattanooga beautiful. The business of Abbott's Store has been going on for twenty-



Another view of the interior of Abbott's store, illustrating the systematic arrangement of stock

three years, and an effort has always been made to feature the artistic side of the items attaching to a china store. On the whole, the store is easily one of the most curious and artistic to be seen anywhere in the country, and has been pronounced by people who have traveled extensively as absolutely without a rival in any respect.

Paid For Being Cheerful

I HAVE one man in my employ that I pay more than he's worth," said a New York merchant, "because he's cheerful. He is not an obstreperously cheerful man, not a bubbler; but in his calm and agreeable way he is indomitably cheerful and good humored, always optimistic and hopeful, and nothing seems able to make him otherwise; and his cheerfulness helps everybody in the store. Let one of our men come in feeling down in the mouth, in the dumps over something, and then let him run up against the cheerful man and the first thing you know the other fellow has lost the dumps and is smiling himself and feeling better. You see the cheerful man radiates cheerfulness and you can't come within his influence without absorbing some of his spirit. Why, I've come into the store myself when business was dull not feeling very chipper, maybe feeling inclined to gloominess, and then I've had a word with our cheerful man and felt myself bracing up right away and thinking about how we could start things up a bit. He isn't the best salesman in the world, but he gives us an atmosphere, as you might say, that really helps; and we pay him and are glad to pay him for that, even if he isn't very useful in other respects."

How Selfridge Judges Men

MANY serious questions must be considered in selecting men. Honesty is one—a matter, perhaps, to be decided only by records. Loyalty is another. Unlike honesty, this is easily cultivated, if as easily sacrificed in a day. Enthusiasm is important. In some places it is frowned upon—regarded as bad form. Yet only by stirring up a man's enthusiasm are the fires of his energy kept alive. If a young man feels he wants to go deeper into the business all the time, to give it additional thought, energy and intelligence, to damp his enthusiasm is to kill his value as an employee.

Refunding Money

No merchant has ever created a dollar's worth of business by refusing to refund money upon goods purchased when the customer has found after a reasonable trial and examination that the goods are unsuited for the purpose for which they were bought. In refunding money there should be no equivocations, no questions asked, nothing to indicate regret at the return of the cash, the money should be returned in an agreeable sort of a way. A customer will always feel at liberty to return the compliment by making additional purchases either on this occasion or at some later opportunity.

Business is something more than piracy—a preying of the big upon the small. It is—or should be—and will be—co-operation.

The worship of precedent is the death of business.

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William Durst, Inc., to Issue New Catalogue

William Durst, Inc., of Brooklyn, N. Y., have in preparation a catalogue of their art brass ware products, and will shortly send it out to the trade. In addition to the general line of this ware carried by the company, many novelties of a decidedly artistic character will be illustrated and fully described. If you fail to receive one of these catalogues within the next month, write to the Durst Company for it, whereupon it will be forwarded, without charge.

Alabama Pottery to Resume?

At a recent meeting of about twenty of the leading business men of Montgomery, Ala., there was some discussion about the prospects of operating an idle pottery in Coosada. It was argued that a little capital invested would be sure to bring about good results. As there was a big demand throughout the state

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itself for ornamental and utility ware for which the pottery is equipped.

Some Printing!

A lithographer out in the Middle West advertises as follows on a blotter: "Money talks—tersely and eloquently. The most glittering exuberance of grandiloquent verbosity or polysyllabic expatiation is not equal to its merest whisper. When you spend money for poor printing, it says: 'Farewell forever.' When you invest money in good printing, it says, 'Till we meet again.'" Ever heard any money talk that way?

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Every retailer who does a charge business is at all times willing to give special attention or special concessions to those of his charge customers who pay their accounts promptly. In other words, the gilt-edge customer, as we all know, gets the best of the deal. Naturally, the wholesaler feels the same towards his customers who pay promptly—that is, discount their bills. As a consequence, those retailers who are known to be "prompt pay" are apt to obtain from wholesalers attentions and concessions which those who do not discount their bills and are known to be "slow pay" can obtain with the greatest difficulty if at all. A knowledge of these facts should induce every merchant who has not already taken due cognizance of them to make a firm resolution that from this on he will make every reasonable sacrifice to avoid missing the great direct and indirect profit he can obtain by taking advantage of every cash discount to which he is entitled.

Seven Wonders of the World

The man who will work without being watched.
A sales manager who doesn't think he pays the old man's salary.
A salesman who thinks that maybe the goods have something to do with his making those large sales.
A stenographer who knows punctuation and will look in the dictionary when she is uncertain about the spelling.
A purchasing agent who doesn't think he does you a favor when he asks you to quote.
A new superintendent who will wait a week before installing a much better system than his predecessor's.
A boss who acts as if he wasn't.—Michigan Tradesman.

Don't begin to trim your windows with one object in view, that of getting through as soon as possible; 'tis better to take a little time and do it right.

W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

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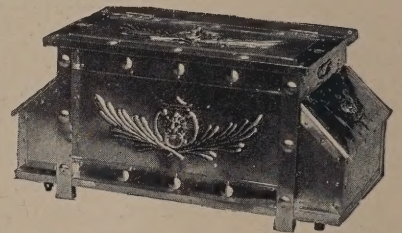
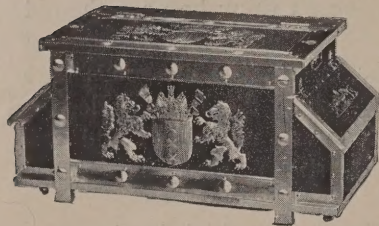
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MERITS, HAVE BECOME STANDARDS :: :: ::

ROBERT SLIMMON & Co.

96 CHURCH STREET,

NEW YORK CITY

Important Announcement

All the new samples for Spring import are ready for the inspection of the trade.

Martin China The *Martin Factory* has gotten up a new shape of Dinnerware—perfectly plain—which is shown in at least 100 new decorations.

There is also a big line of 10-inch service plates, the size so much in demand, in rich decorations, still at very reasonable figures.

Royal Gustafsberg China The *Royal Gustafsberg Factory* has turned out some of its unusual Swedish Flower Patterns, which are radically new and will certainly increase the sale of this popular price *Bone China* which has been very much in favor lately with people who want durable Dinnerware at figures which were unheard of before this ware was placed on the American market.

Dresden China The *Dresdner Factory* has established some very effective soft tint and old style decorations on the usual openwork Dresden shapes.

They are quite different from what has been shown heretofore.

Kosta Glass The *Kosta Swedish Glass Factory* has exceeded its previous efforts. I have spent a good deal of time in Sweden this Summer and had these samples made before my eyes.

I believe that I have now on show, in my new Swedish Glass room, the most elaborate selection of *Rock Crystal* designs at practical selling prices, and it is predicted, *Rock Crystal* will be very much in favor this coming season.

There are also some unusual departures in Gold Glassware and some very pretty new etchings. I have been told that the new line of Kosta contains more new patterns, and good ones at that, than any Foreign Glass Factory has ever attempted to show here in any import season.

So many efforts have been made, by the different Factories for whom I am Sole Agent, that I am in hopes the trade will be willing to carefully give consideration to these lines before placing orders for Spring delivery.

J. H. VENON

43-51 West 4th Street,

Cor. Washington Square, East

NEW YORK CITY

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 ELMIRA HEIGHTS — NEW YORK

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WE ARE FEATURING OUR "RAMBLER ROSE" CUTTING BECAUSE IT IS ONE OF THE PRETTIEST AND MOST-SALABLE PATTERNS EVER OFFERED THE BUYERS OF THE COUNTRY.

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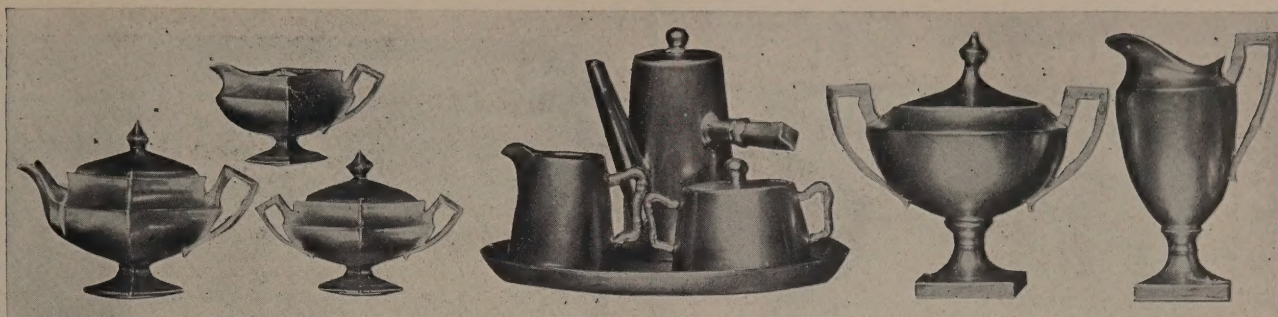
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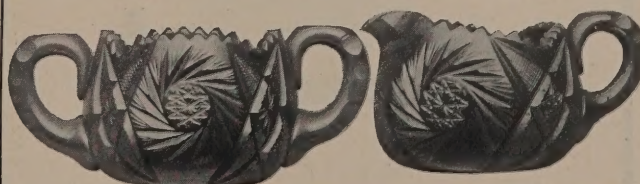


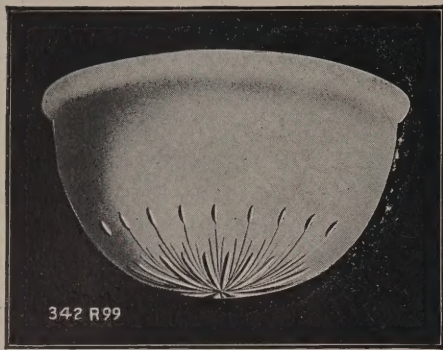
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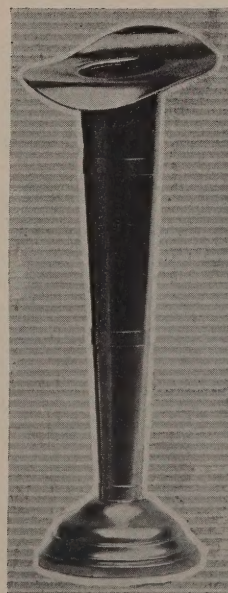
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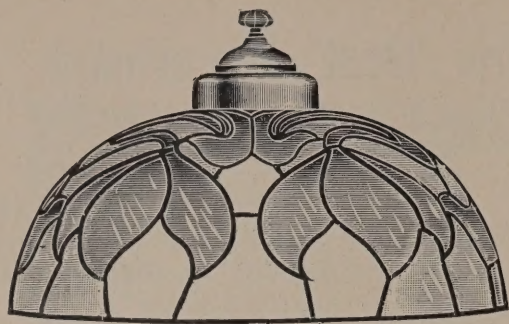


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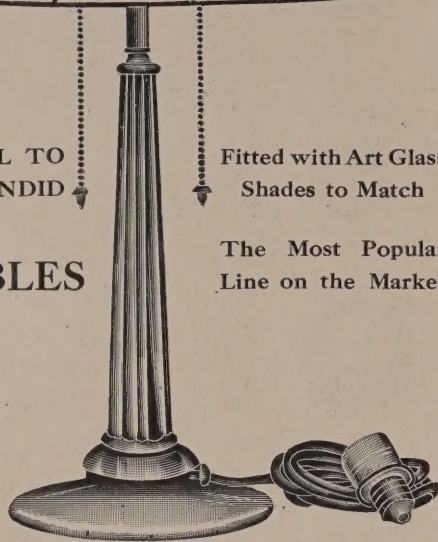
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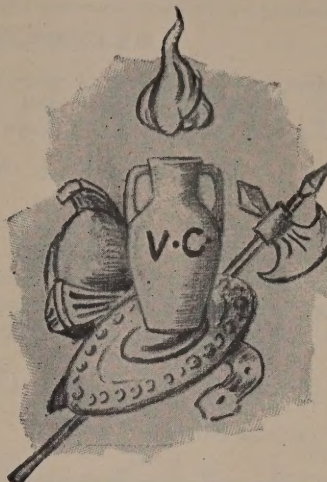
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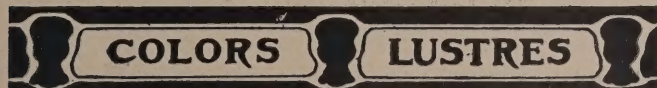
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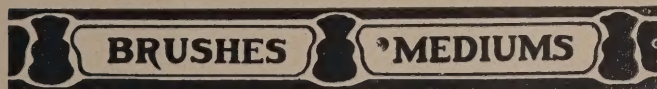
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